



### History:

The original Sandy Dollar® & SeaBabies™ were created in 1989 by the desire of a mother, Cathleen Arone, to make a meaningful toy for her child. Together they envisioned a toy that would help raise awareness of the environment and how every person, young or old, can make a difference. She created a fun, innovative toy line and wrote a highly recognized book.

Over the years, Sandy Dollar & The SeaBabies gained popularity and were invited to participate in the White House Easter party in 1996 and were featured in the Macy's Thanksgiving Day Parade.

The company was doing extremely well and was forecasted to double revenues in 1999. Then tragedy struck. The warehouse and the entire inventory of SeaBabies merchandise was vandalized. While the Company could have continued, this callous act broke the heart of the Company's founder and driving force: a single mother of three. She decided to put the company back "on the shelf" for future consideration.

In 2015, her son Brien brought the box out of storage and he vowed to bring this product line to market to finish the vision created by his mom in 1989. He took the same loveable features of the SeaBabies: *Sea Blue Eyes, Sea Shell Noses, Sea Weed Hair, Adorable Little Webbed Hands and Feet with a Magical Sand Dollar accessories*, and updated it to today's technologically advanced, multi-faceted, digital standards.

Through highly respected graphic artists, digital video production, costume creation, actionable e-books, and so much more, he is taking his mother's vision to reach children all around the world with these newly redesigned, educational and playful characters. Their message of "Save Today for Tomorrow" will inspire children to take a positive approach to making a difference in our world while bringing a smile to their faces and love to their hearts.