

In a town called Bearingtonville, not too far away...
 laughter fills the air, every single day.
 The time of year brings lots of things to do.
 The Bearlympic Games are in town and the circus is, too.
 Here in this charming town, stress seems to fade;
 life's pace slows a little, and friendships are easily made.
 So, take time to get acquainted with the critters in this place,
 and you'll soon feel a smile creep across your face.



What Makes It a Bearington?

The Bearington Collection is a relative newcomer to the collectible plush industry, but it is making an impression on plush collectors from around the nation. In just six years, Bearington has received recognition from both its peers in the plush industry and collectors by receiving numerous TOBY (Teddy Bear of the Year) Industry Choice



"Iceman" teddy bear ornament, 4.5", was the TOBY 2004 Industry's Choice Winner.

Awards, four TOBY Public's Choice Awards, five Golden Teddy nominations, and the honor of Collectible of the Year in Canada.

Founded in Marietta, Georgia, Bearington Collection is a family owned and operated (privately held) business. The primary designers are Betty and Jamie Stray. Both have been in the teddy bear business for years and can't imagine doing anything else. The unique creations of the Bearington Collection can be attributed to these

designers' abilities to stay one step ahead of the current trends in color and fashion. This talent allows Bearington's designs to be both top-of-the-line collectibles and charming decorative accessories for the home. New designs are debuted twice a year.

If a collector finds a bear that has enough personality to make him/her laugh out loud, is fashioned with the highest quality apparel and accessories, and is offered at an unbelievable price, then it's probably a Bearington! Their cre-



"Ashlee" (17") shows off her matching accessories: "Red Dress Form" (14") and "Red Floral Hat Box" (7.25" x 5.5")



"Ivana Crumpet" (left, 14") and "Aida Crumpet" (right, 10") are dressed to match their black floral hat box. Both are from the Bearington Collectible Series.

ations have oversized eyes and ears with relatively wide placements, giving a distinctive look to the bears. Tiny stitched noses and shaved snouts are typically short. Bearington's products can also be spotted by their green and cream oval ear tag with each item's name.

At Bearington, a design is far more than a bear wearing a cute outfit. Each piece has its own distinct personality and story. All of Bearington's critters live inside the fictional town, Bearingtonville, where they each create their own teddy bear "tales." For instance, "Ima Spinster" lives with her cats in a hip district in the downtown area called "Central Paw." "Donald" and his duck man the lighthouse at Riverfront Port. Collectors can familiarize themselves with

Bearingtonville and its residents by requesting a copy of Bearington's 2004 Collector's Supplement Book at 800-726-1561.

Collectors have come to rely on the quality of Bearington pieces. Hands-on control in all steps of production allows Bearingtons to provide affordable items without sacrificing quality. For outstanding detail, this company refuses to settle for anything but the best. One look and plush lovers are saying, "It Must be a Bearington!" ☆