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**Oh Plah! Bracelets --
Meeting the Sensory Need**

Oh Plah! Bracelets donated to schools for use by children with sensory needs

Deep River, CT (January 4, 2010) – The innovative Oh Plah!™ Bracelets have found their way into yet another niche: Now endorsed by therapists and moms, Oh Plah!™ provides unique tactile experiences for children who have difficulty handling sensory input. In response, Roundhouse Design Collaborative, the maker of Oh Plah!™, has donated the versatile bracelet to schools in Chicago, LA, and Connecticut to help address the sensory needs of students with special needs.

Speech-Language Pathologist, Tyne Straatveit-Kelly, said, "I've had the opportunity to see the Oh Plah!™ in the hands of children with special needs, and I've had only one thought: "Oh, Wow!" This toy fits neatly into a classroom setting. Not only is it durable, flexible, and washable, most importantly, it's socially acceptable."

Astacia Carter of Type-A Mom blog writes, "I don't have a baby at home. I have an orally fixated special needs preschooler. I am always looking for safe toys for her to put in her mouth. Oh Plah!™ is a great product."

And according to a Pervasive Developmental Disorder Specialist who evaluates products for The Toy Man Product Guide, "The Oh Plah! combines a variety of shapes and textures which make the product literally invaluable for a mother with a special needs child to use. Creating a product which has such multiplicity of function as both a teething bracelet and a sensory development tool is something which is literally impossible to put a price on."

Co-Designers Caryn Paradis and Jen Pitman have designed Oh Plah!™ to fit almost any size wrist, and they're delighted that their product fills so many areas of need. Paradis said, "If your child or baby needs something to soothe himself or occupy his hands, Oh Plah!™ is a virtually indestructible, bendable, pliable, be-anything toy."

French for "Here you go," Oh Plah!™ bracelets are free of paints, lead, latex, PVC, BPA and phthalates. They are made in the USA using socially responsible practices. In addition, Roundhouse Design practices a closed loop cycle with its Full Circle Recycling program: When it's time, Roundhouse will pay to have your Oh Plah!™ shipped back to have it recycled into new products.

Oh Plah!™ is available in six different colors and styles and retails for \$19.99. For more information, visit www.ohplah.com.

About ROUNDHOUSE DESIGN COLLABORATIVE: Roundhouse Design Collaborative is an open collective of professional designers who create quality and stylish products. The company's collection is thoughtfully designed to meet the needs of today's modern family, making their lives easier, more meaningful, and more fun. Both the Roundhouse Baby Carrier™, a modern, versatile baby sling, and Oh Plah!™, a fashionable bracelet for mom that doubles as a toy or teether for baby or child, are made in the USA utilizing socially responsible and fair trade manufacturing methods. Visit www.roundhousedc.com for more information.

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