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RipStik(R) Caster Board Named Outdoor Toy of the Year

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Caster Board Takes Top Honor at T.O.T.Y Awards Ceremony Hosted by Toy Industry Association (TIA)

NEW YORK--(Business Wire)--

The RipStik(R) Caster Board, one of the holiday's hottest selling items, was awarded Outdoor Toy of the Year by the Toy Industry Association (TIA) during the T.O.T.Y (Toy of the Year) Awards Ceremony, February 16 at Pier 60 at Chelsea Piers in New York. The launch of the RipStik in 2007 ignited a nationwide trend, proving there is no other product on the market that provides the sheer fun and feeling of carving on dry land.

"We are thrilled that the RipStik has been selected for this T.O.T.Y award," said Carlton Calvin, president of Razor USA, manufacturers of the RipStik. "The introduction of the RipStik has lead to a nationwide craze, with consumers of all ages carving on the streets, from Southern California to Florida and everywhere in between. This spring, RipStik fans can look forward to more RipStik products with exciting new features in stores nationwide."

The RipStik Caster Board is innovative and patented with a unique mechanical design that blends the carving of surfing and snowboarding into a sport for dry land. The RipStik melds the motions and anatomy of both action sports into a distinctive ride. The independently rotating platforms and two inclined caster wheels generate speed and create a fun carving motion on the pavement while allowing tight twists and turns without pushing - just twist and go!

The RipStik features:

- Plastic end platforms connected by metal torsion beam
- Urethane wheels on 360 degree inclined casters
- Traction pads on each platform
- Independently rotating platforms generate speed and allow tight twisting and turning without pushing
- Kick tail and raised kick nose with concave design for tricks and improved footing

The T.O.T.Y Awards encompass 11 different industry categories that are designed to recognize the best toys and youth entertainment products, along with outstanding individuals, companies and team achievements.

The RipStik will be exhibited at Toy Fair, booth #2206 at the Javits Convention Center, February 17-20. The Company will introduce the RipStik "G," the newest RipStik Caster Board, which features a spinning aircraft-grade aluminum "G" tube in the center for an extreme grinding experience.

RipStik products are currently sold in more than 10,000 retail stores nationwide and have received numerous awards and accolades including the Toy Industry Association's 2007 "Toy of the Year" nomination, Creative Child "Seal of Excellence," National Parenting Center "Seal of Approval," Newsweek's "Top Holiday Gifts," USA Weekender "Top Toys for Teens", Wal-Mart's Top 12 Toys of Christmas and Toys R Us' Hot Toys of Summer. For more information, visit www.ripstikusa.com.

Razor USA
Laura Jastram or Tracy Garcia, 866-332-0565
ripstiknews@carryonpr.com

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