

Gift Ideas

Seafaring Toys Riding A Wave Of Success

(NAPSA)—Kids can't seem to soak up enough of one popular animated character—but that may be because the character is a square yellow sponge who lives in a pineapple under the sea with his pet snail.

Kids watch the “absorbent and yellow and porous” SpongeBob SquarePants in the hit Nickelodeon animated series, because of his silly, crazy antics that are always getting him and his friends into trouble.

Adults watch SpongeBob SquarePants because he is an old-fashioned nice guy, often placed in scenarios that adults can relate to as well, such as dealing with a love interest that is not at all interested—the thrill-seeking surfer-girl squirrel, Sandy Cheeks.

Whatever the reasons for his popularity, people across America are talking about SpongeBob SquarePants, and buying toys that let them recreate all of the fun and adventures of this eternally optimistic sponge.

Eye Poppin' SpongeBob SquarePants is the newest toy from Mattel, Inc. The sponge-shaped toy features eyes that bulge when squeezed and is packed with more than 25 humorous phrases that Eye Poppin' SpongeBob utters when he is turned upside down and shaken.

Eye Poppin' SpongeBob will



Fishing for gift ideas? A favorite this season will be Eye Poppin' SpongeBob SquarePants.

also remind kids to play with him by saying “Sure wish someone would play with me,” and other similar phrases, when left alone. The endearing qualities of the television character seem at home in the toy world.

Babblin' SpongeBob SquarePants, a plush toy, responds with signature SpongeBob-like phrases when kids interact with him. Kids can squeeze his hand or pinch his nose for a hilarious response, or tickle his lips and he babbles just like he is underwater.

Both toys are available now for kids four and up. For more information on Mattel toys, log onto www.mattel.com.