

Wild Heart Ranch's New Children's Book Bradford and the Journey to the Desert of Lop named as one of Dr. Toy's 100 Best Children's Products of 2005

Date: 09-09-2005 11:29 AM CET

Category: [Leisure, Entertainment, Miscellaneous](#)

Press release from: [Wild Heart Ranch Inc.](#)

Inspiring Children's book that creates awareness of the endangerment of wild camels and deals with the struggle of a young boy with cancer, has been awarded "Dr. Toy's 100 Best Children's Products of 2005"

POINT ROBERTS, WA, Delta, B.C. September 08, 2005 - Wild Heart Ranch Inc., a children's toy and publishing company, announces that its new children's book, "Bradford and the Journey to the Desert of Lop" was named as one of the "best children's products of 2005" by industry analyst Dr. Toy. The new line of children's non-violent toys and books produced by Wild Heart Ranch empowers children with cancer and raises awareness for the endangered wild Bactrian camel. The wild camels living in the far away Gobi Desert may offer a possible cure for illness based on preliminary research. The book teaches us that, "One small boy with cancer can change the world if you listen." The accompanying cute and cuddly plush toy, "Judy" the wild camel, is a mascot for the wild Bactrian camels.

The prestigious Dr. Toy award has now been bestowed upon two lines of Wild Heart Ranch's unique and educational products.

Previous Wild Heart toy and book awards include: The 'The No More Night Mares', a 14' inch plush horse with a magical nightlight to fend off children's nightmares in the night, won the PREFERRED CHOICE AWARD (Plush Toys for Kids category). As well, the 'The No More Night Mares, a Dream of Freedom', a mythical children's picture book about a herd of wild horses destined to light up the night sky, won the SEAL OF EXCELLENCE AWARD (Storybooks for Kids category). The "I Sea Horses" plush seahorses and book received the "Dr. Toy's 100 Best Children's Products of 2004", and also received the "Seal of Excellence", which was awarded earlier in 2004 by Creative Child Magazine.

To view the 'I Sea Horses' collection online, please visit: www.ISeaHorses.com

For more awards and reviews of Wild Heart Ranch product lines, please visit: www.wildheartranch.com/toysBooks/tb_reviews.htm

Bradford and the Journey to the Desert of Lop

Written by Dawn Van Zant

Illustrated by Alexander Levitas

"When the Sandman comes to visit you tonight, you need to listen closely as you close your eyes and drift off to sleep. It is a tale of the magic that lives in the desert, of buried ancient treasures, vanishing wild camels, forgotten people and the courage of a small unlikely warrior destined to be their guardian.

In a warm bed, an unsuspecting young boy who could only walk in his dreams awaited his destiny."

Follow Brad and the Sandman on their magical journey to the Desert of Lop to learn the secrets of the desert that live in your heart.

'JUDY' THE BACTRIAN CAMEL

Meet 'Judy', a plush wild Bactrian camel from the story "Bradford and the Desert of Lop". Branded with a gold moon and

star, this soft, cuddly night time companion is sure to send children on a magical sleepy journey with the Sandman.

Support awareness for the Wild Camel Protection Foundation at www.wildcamels.com

The Wild Camel Protection Foundation, a United Kingdom registered charity with Jane Goodall as its patron, was established in 1997. It is also registered in the USA as a non-profit organization. The sole aim of the Wild Camel Protection Foundation is to protect the critically endangered wild Bactrian camel (*Camelus bactrianus ferus*) and its habitat in the fragile and unique desert ecosystems in the Gobi and Gashun Gobi deserts in Northwest China and South West Mongolia.

More Toys:

To view photos of Wild Heart Ranch's 2005 product lines, please visit www.wildheartranch.com/toysBooks/newsrelease.htm

About Wild Heart Ranch: Follow Us to the Depths of Imagination...

Wild Heart Ranch, Inc. is a publishing, entertainment and toy company that creates and licenses non-violent toys and products based on original ideas, stories and characters. The unique combined elements of light, magic and branded stars and moons on the plush toys identify us in the marketplace.

The 'Lucky Stars Collection', 'The No More Night Mares', 'Armadillo Cowboy Club', 'I Sea Horses', ' Bradford and the Journey to the Desert of Lop', & 'Favorite Pet Stories' brands, characters, logos, stories, web sites, video games, patents and trademarks, are all properties of Wild Heart Ranch, Inc.

WHR is a member of: Toy Industry Association, ASTRA, and Women in Toys

The I Sea Horses product line won the "Seal of Excellence 2004" from Creative Child Magazine as well as "Dr. Toy's 100 Best Children's Products of 2004".

Visit: www.WildHeartRanch.com, www.ISeaHorses.com, www.ColletiblePlush.com, www.FavoritePetStories.com, www.PlushCollectible.com, www.HorseToys.com

For more information contact

Toll Free: 1.888.889.9213

Cali Van Zant sales@wildheartranch.com

Dawn Van Zant dawn@wildheartranch.com

Wild Heart Ranch Inc.
1385 Gulf Road, Suite 102
Point Roberts, WA 98281

Source: i-newswire.com

[You can find this press release here](#)