



PRESS RELEASE

Stop TOYING Around! WHERE are our TOYS coming FROM?

“Through our action, we have the power to change the world everyday!”

Toys represent for each of us a symbol of childhood. Even at maturity age, we enjoy looking at the teddy bears or dolls and sometimes we even play with the electric train or solve a puzzle.

But how many of us asked our selves: “What is the story of these toys, beyond the shop shelf?” “Where and who conceived them and in what conditions were they produced?”

Approximately 90% out of the whole quantity of toys sold on European market is produced in “low cost” developing countries, where the wages of the workers are extremely low and the working conditions are inhuman in most of the cases that makes the toys production an extremely profitable industry.

In order to answer these questions, herewith we announce the official launching of the international campaign “**Stop TOYING Around – WHERE are our TOYS coming FROM?**” on the **1st of June**, the **International Children’s Day**.

„**AUR**” – the **National Association of Human Resources Specialists (A.N.S.R.U.)** - as project partner, together with SUDWIND AGENTUR from Austria (main applicant) and other partners from the Czech Republic, Poland and France is implementing the project “**Mobilizing for a sector dialogue for the improvement of working conditions in the globalized toy industry**”, financed by the European Commission through the education for development programme **EuropeAid/126341/C/ACT/Mult**, reference number **DCI-NSA/2008/70**, aiming to contribute to the achievement of the **Millennium Development Objectives (MDG)**, namely *eradication of poverty, gender equality and global partnership with a view to promote decent work*.

The main objective of this project consists in **informing public opinion, consumers and mass media** regarding the realities related to the conditions in which toys are produced in developing countries and **to promote decent and ethical working conditions** within the globalized toy industry.

The message of the campaign is to strengthen the **solidarity with the workers from toys producing companies** in order to promote decent working conditions along the entire production chain, paying a special attention to human rights, fair trade and globalisation impact.

„**AUR**” – A.N.S.R.U. **invites you to attend the press conference, which will take place on 1st of June, at the Children’s Palace in Bucharest**, and find out the toys’ story beyond the shop shelves, where, who and in what conditions have they been produced.

During the entire day, AUR’s team of multiplying activists will distribute promotional materials and offer information about the “Stop TOYING Around! European campaign at Tineretului and Cişmigiu parks, in front of the „Ţândărică” and „Ion Creangă” theatres and at the Museum of the Romanian Peasant.



Project implemented by
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The European Commission is the executive body of the EU

“The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining a cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievement and its values with countries and people beyond borders”.