



Dear African Toyshop supporters,

Warm winter greetings from the team at Africa's only Fair Trade outlet stocking handmade toys and collectables from around the continent.

We're currently hard at work preparing for our first ever exhibition – and we're not going small out the gate! On July 30<sup>th</sup> Toys For Africa opens in the Standard Bank Gallery, running concurrently with 'Cecil Skotnes: A Private View – Images from the archive of Cecil and Thelma Skotnes'.

As you can imagine, we're over-the-moon at the chance to showcase the work of our many toymakers – who are, as this exhibition confirms, really artists executing their unique visions in a way that enables them to bring in regular income. Many of the toys to be exhibited have been specially made for the exhibition and will not have been seen anywhere else before.

We're also still buzzing from our participation in the Cofta's 2008 regional conference, 'Africa Shines, Through Fair Trade' which took place in May in Egypt. Kathy maximized her participation and we are currently working on some exciting international deals that will see our toymakers' work reach into more areas of the globe.

More VERY good news comes in the form of two recently negotiated deals – the first of these will see us licensed to produce Bafana Bafana, craft items, memorabilia and toys in the buildup to the 2010 World Cup. One of our most prolific toymakers, Samuel Baloyi, has

already created a life scene based on Bafana Bafana and it's yet more evidence of this Mozambican's special gift.

The next agreement is with Diadora, the renowned Italian-based sports goods manufacturer. Those who know the brand will see the connection immediately – Diadora was started in 1948 as a craft laboratory, producing the best mountain and work boots available on the market and we are very excited about what lies in store for our toymakers with this partnership

Speaking of Samuel, we would like to extend congrats to him on his marriage. Another of our toymakers, Auguy Kakase also got married recently and is now the proud father of a baby boy.

As always we are stocking up on new toys, especially in anticipation of the end of the year – which is fast approaching. We have new toys from Ghana, the sweetest matchbox puzzles, mini Shwe Shwe Poppis and much more.

Visit one of our two Joburg shops or our Durban outlet or go online to see what's new – and please visit our exhibition at the Standard Bank Gallery in Johannesburg. It's going to be mind-blowing!

Yours in Fair Trade,

The African Toyshop team.

