

# monkey-toes™

...look how cute your toes are now!

## just the facts...

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### **What in the world is a Monkey-Toe?**

Monkey-Toes is a playful line of animal and insect themed footwear for children. The original collection of hand painted sneakers and matching socks is designed with both parents and kids in mind. Monkey-Toes make the everyday activity of putting on shoes and socks more fun by introducing friends for the feet, all while providing quality footwear for children.

### **What designs are available?**

The Monkey-Toes collection consists of five original designs – Buzzy Bees (bumblebee themed), Little Ladies (ladybug themed), Spunky Spiders (spider themed) Leap Frogs (frog themed) and Little Piggies (pig themed).

### **What are the details on the shoes?**

Monkey-Toes shoes are hand painted canvas sneakers that are made with non-toxic paint. Each pair is adorned with a kid-friendly pair of springy laces that don't require tying. Monkey-Toes come in children's sizes 1 through 10. The shoes are available in all five Monkey-Toes designs.

### **What are the details on the socks?**

Monkey-Toes socks are made with a cotton, nylon and spandex blend. They are available in sizes 0 – 12 mos, 2T and 3T. The socks are the perfect way to ensure that a child's feet will still be cleverly adorned when the shoes come off (which they inevitably do). The socks are currently available in the following designs: Buzzy Bees, Little Ladies, Leap Frogs and Little Piggies. They are also perfect for mixing and matching.

### **Will new designs be coming out soon?**

The creative engineers at Monkey-Toes are always working away on new designs. Our socks will soon be available in the Spunky Spiders design and more playful pals will be released throughout the year.

### **Who makes Monkey-Toes?**

Monkey-Toes is the brainchild of Jenny Chism, a single mother and entrepreneur from Colorado.

### **Where can I buy Monkey-Toes?**

Monkey-Toes products are available online at [www.monkey-toes.com](http://www.monkey-toes.com) and through specialty stores nationwide. Please reference the website for a complete list of retail locations.

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## history & bio...

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Kids will be kids. And stylish moms want to keep them looking cute as a button. For Jenny Chism, understanding this age old truth brought forth more than peace of mind during her morning dressing routine with her two young daughters. It brought her into the world of entrepreneurship.

Meet Buzzy Bees, Little Piggies, Leap Frogs, Spunky Spiders and Little Ladies – the playful pals that are Monkey-Toes.

Monkey-Toes, Chism's line of animal themed footwear, blossomed from a single mother's dream of being a stay-at-home mom and an all-American business owner. Inspired by her daughter's long toes, the name "Monkey-Toes" was a perfect fit for the collection of hand painted children's sneakers and matching socks.

Jenny understands today's parents and has a great eye for style – two traits that she finds indispensable to the success of her company. She effectively balances her roles of business owner and single mother. While raising her daughters, the Colorado native works away designing and painting her one-of-a-kind shoes and serves as chief designer for the newly created Monkey-Toes socks.

Jenny Chism is a graduate of the University of Colorado where she earned a Bachelor's degree in business with an emphasis in finance. Prior to launching Monkey-Toes, she worked in the event planning field. She loves her girls, is passionate about her businesses and uses a carefully orchestrated combination of Red Bull, chocolate, and Starbucks Soy Chai Lattes to stay on top of it all.

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## in the news...

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**November 2004** - *Colorado Biz Magazine* featured our little Monkey-Toes as a part of the Colorado Cool Stuff page (pg. 47) so nicely written by Eric Peterson. It's a fun little blurb about creator Jenny Chism and a perfect little picture of our favorite toes!

**October 2004** - *Baby Talk* magazine is talkin' baby to our Little Piggies this month! Check it out! We are featured on page 14.

**March 2004** - *Westword* chose Monkey-Toes as the "Best Baby Sneaker in Denver" in their Best of Denver issue! The local Denver newspaper sent their top-secret squad of researchers roaming for the best of everything in Denver. We are honored to be chosen as one of the Best in Denver!

**January 2004** - On January 28, 2004, *Dr. Phil's Parenting 101* classes take session! Monkey-Toes Leap Frogs were given to an expecting couple on the show!

**September 2003** - Monkey-Toes is included in the exclusive *Poshtots.com* catalogue! This is the first edition of the catalogue. Poshtots has created a must-see guide that features the worlds most honored artisans.

**September 2003** - *Good Morning America* is throwing a Baby Shower for Tony Perkins (the meteorologist)! And Monkey-Toes' Leap Frogs are invited to appear on the Friday the September 5th show! Congratulations Tony!

**August 2003** - Leap Frogs are officially "Stars!" *STAR Magazine* featured them in their weekly publication dated August 6, 2003! Do you think Monkey-Toes will have to learn to sign autographs?

**July 2003** - Check out the latest Monkey-Toes profile in the July edition of *Earnshaw's Magazine*. Earnshaw's features the latest and greatest in children's trends. Monkey-Toes are proud to be featured in the West Coast Watch portion of the monthly magazine.

**March 2003** - Colorado's local morning show, on *Channel WB2*, called for Monkey-Toes to visit their set. The story? Cute kids wear! Natalie Tysdal interviewed Jenny Chism about the start of her business.

**February 2003** - Colorado's local *Channel 9*, at 4 o'clock, requests an appearance from Jenny Chism and her Monkey-Toes. The story? "Mommies Making Money". Up and coming businesses from stay-at-home moms who have started their own and are making money at it!

**January 2003** - Monkey-Toes continues to make news! Jenny Chism and her Monkey-Toes shoe line are featured in the *Denver Business Journal*.

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## the socks!

**Monkey-Toes** socks are the latest footwear craze for children. The playful creatures ensure that your little ones' feet are cleverly adorned when the shoes come off (which they often do!). Designed with parents and kids in mind, the **socks are lively and fun** and can be **mixed and matched** - piggies love frogs and bees and ladybugs are great friends!

Our socks are designed in Denver, Colorado and are made with a cotton, nylon and spandex blend. Please bring us home to play!



Ribbit! We are Leap Frogs! Fun and fancy fellows who like to leap from lily pad to lily pad and spend our days sunning in the swamp! We enjoy insects and worms and catch them with our quick sticky tongues.

Buzz, Buzz! Buzz, Buzz! Hola! We are Buzzy Bees. Boisterous boys who are black with yellow stripes. We buzz all day long! You can find us just about anywhere when it is warm outside, but we are especially fond of hanging around pretty bright flowers.



Bonjour! Hello! Our names are Little Ladies. We are ladybugs with lovely bright red wings with black spots! We love spending our days exploring flowers and grass. But what would be even lovelier would be being friends with you.



Oink! Oink! Hi y'all! We are Little Piggies! A pleasant shade of pink we are, but usually not for very long! We like to get dirty! You can usually find us outside taking a nap in the sun, but when it gets too warm we head for the mud to roll around and play in to keep us cool. Do you want to play too?



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## the shoes...

Hello! Allow us to introduce ourselves; we are **Buzzy Bees, Little Piggies, Leap Frogs, Spunky Spiders** and **Little Ladies** - otherwise known as **Monkey-Toes**. Each of us is a uniquely **hand-painted pair of children's shoes**. We are friends for your children's feet! We come in many shapes and sizes and would love to come to live at your house.

Monkey-Toes makes getting dressed a little **more fun for your kids**, and a little **less stressful for you!** We are also a great way for kids to explore and learn more about animals and insects and where we live.

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We are fun little spiders that love to spend our days weaving happy webs. We are denim in color with a cheerful little spider on the toe. Let us help you put a little "spunk" in your step!

