

# Fisher-Price opens first play space in Eastern Hills Mall

As the winter season drives many indoors, Fisher-Price, the East Aurora maker of infant and preschool toys, is unveiling a new play space at Eastern Hills Mall.

Beginning Saturday, Jan. 27, families with young children will be able to enjoy the space while taking a break from shopping in the mall, which is located at 4545 Transit Road.

The space was designed as a safe, comfortable and fun environment for families who are walking, shopping or dining at the mall.

"We understand that parents with young children are often out and about doing errands or looking for play adventures, and a play space at the mall offers a perfect opportunity to do both," said Brenda Andolina, spokesperson for Fisher-Price, a subsidiary of Mattel Inc.

"With the new Fisher-Price play area at the Eastern Hills Mall, we hope to give parents and kids a play oasis outside of their living room in a venue that has a lot to offer," Andolina said.

According to Eastern Hills General Manager Judy Sirianni, a large percentage of the Eastern Hills community consists of young families with children 6 years old and younger that use the mall as an indoor diversion.

"This is just another example of our ongoing commitment to provide our customers with amenities that make their shopping experience more fun," Sirianni said.

The Fisher-Price play space is located in front of JC Penney's. Visitors are expected to have no problem locating the area, to be festooned with colorful banners featuring smiling faces of real Western New York children.

The area includes such Fisher-Price toys as Laugh & Learn, Learning Home, Musical Learning Chair, Baby Grand Piano and Learning Table, and the Bounce & Spin Zebra.

Power Wheels vehicles, situated in showroom style, will also be accessible for children to explore. They include the Jeep Hurricane, Ford Mustang, Cadillac Escalade and Dora the Explorer Jeep Wrangler. The area also includes two interactive display cases featuring Dora the Explorer and Imaginext Dinosaurs.

Preschoolers can explore on their own as their parents sit nearby and relax on benches.

The play space is an extension of the ideology set forth in the "Fisher-Price Play. Laugh. Grow" advertising campaign that started in 2003.

"Through partnerships, Fisher-Price continues to surprise and delight their consumers by bringing brand experiences to families of young children where and when they least expect it," said officials of the business.

To learn more about Fisher-Price, visit the Web site at [www.fisher-price.com](http://www.fisher-price.com). To learn more about Eastern Hills Mall, visit [www.shopeasternhills.com](http://www.shopeasternhills.com).

## Free class allows parents, children to try fitness programs

Two nationwide exercise and fitness programs, Stroller Strides and Rolly Pollies, will showcase their methods in January.

A free Stroller Strides class will be held at 9 a.m. Tuesday, Jan. 30, at the Boulevard Mall, 730 Alberta Drive. Following the class, free play will take place at Rolly Pollies at 9630 Transit Road, Suite 100, East Amherst.

Stroller Strides is a total fitness program for new moms and their babies, combining power walking, body toning, strength and flexibility exercises using both the environment and the stroller.

Joy Kelley, a certified fitness professional with a speciality in pre- and postnatal fitness, teaches all classes. In addition to the workout, the classes incorporate song and activities for the children.

Rolly Pollies introduces a new spin on the traditional gymnastics center concept, offering fitness, creative arts and music programs for children 6 months to 6 years old.

The program is centered around age-specific weekly classes that maximize the children's physical, intellectual, emotional and social growth.

For information on the free class, e-mail [joykelley@strollerstrides.com](mailto:joykelley@strollerstrides.com).


The program's web sites are [www.strollerstrides.net/buffalo](http://www.strollerstrides.net/buffalo) and [www.RPeastamherstNY.com](http://www.RPeastamherstNY.com).

### Business News

Allstate Life Insurance Company of New York named Joseph Cane a personal financial representative for Allstate Financial Services, LLC. His office is located at 425 Essjay Road, Suite 150, Williamsville. In his position, Cane will be responsible for selling Allstate's financial products, including life insurance, variable universal life insurance, and fixed and variable annuities.

**BNI Business Makers** will conduct its weekly meeting from 7 to 8:30 a.m. Thursday, Jan. 25, at the Unitarian Universalist Church of Amherst, 6320 Main St., Williamsville. Dr. Lisa DeMarco, chiropractor, will present "Learn to Unlock One of the Hidden Secrets to Longevity." Visitors are welcome. Call Chapter President Charlie Totoro at 688-5700 for more information.

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## GUIDE TO YOUR COMMUNITY

Our informational booklet, **Amherst Community Guide**, is a popular publication published by Bee Group Newspapers.

This informative guide is filled with useful information that you can refer to month after month. Listings, addresses and phone numbers for government, social, recreational, clubs and organizations, are just a part of its content, plus an Amherst street map. Divided into sections, this guide will also contain town history, attractions, things-to-do and future community dates and events.

Both new and long-time residents will appreciate the benefits of having complete community listings in one convenient, easy-to-read booklet. The next time you are wondering if the library is open, who to contact for information, plus lots more, you will be able to find it fast in our Community Guide.

Finally... you will have only one place to look for all the information on your community... the Bee Community Guide - from your local community newspaper, **The Amherst Bee!**

**Issue Date: Wednesday, March 14, 2007**

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Community Guides are published in each of our nine newspapers. Discounted rates are available for purchasing ads in two or more of these community guides. Publishing dates and deadlines are available from your sales consultant or the Bee Publications office.


P.S. Make sure your group or organization is included in this guide by contacting Jessica Finch, Associate Editor. E-mail: [jfinch@BeeNews.com](mailto:jfinch@BeeNews.com)

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**Amherst Bee**

Amherst Bee's "Community Guide" will be published in the March 14th edition. Designed to be a reference for both homeowners and the business community, the guide will include a map, listings, addresses and telephone numbers for government offices, service clubs and other community groups.

**In order to ensure that your organization is included in the 2007 guide, please fill out the form below and mail it**



**or e-mail to: [jfinch@BeeNews.com](mailto:jfinch@BeeNews.com)**  
**Jessica Finch, Associate Editor**

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Deadline for submissions: February 23, 2007