

# Best of FAO

Special Newsletter for John and Mary Jones



VOL. 3 • No. 1, 2000



## Welcome to FAO 2000!

From Bud Johnson  
Chairman/CEO

*As the new CEO of FAO Schwarz, I am proud to welcome you to the new millennium*

*and to another exciting year at the world's ultimate toy store! FAO Schwarz in 2000 will offer you a blockbuster lineup of unique, wondrous toys and collectibles, continuing our proud tradition of more than 138 years. As we join you in celebrating the turn of the millennium, we would like to share with you the exciting changes and new offerings that will make this year one for the ages.*

*As a Best of FAO member, you will always be among the first to know about*

*FAO's in-store events and exclusive merchandise. Of course, our Personal Shoppers are always available to help coordinate private shopping for you during non-store hours. FAO is celebrating 2000 in a big way with the grand opening of two new stores at the Mall of Georgia, Buford, Georgia (June) and in Palm Beach, Florida (October). Both stores will be the first to fully incorporate FAO's new logo and design, which includes a more whimsical rendition of the classic Rocking Horse logo.*

*Our on-line shopping store, [www.fao.com](http://www.fao.com) is growing rapidly as well with more than 1000 products and additional services.*

*We at FAO thank you for your continued patronage and wish you all of our best for a healthy, happy and prosperous 2000.*

## Discovery Channel Exploration Toy Boutique

Visit FAO Schwarz and you may win a trip to the Discovery Channel Camp at Atlantis Paradise Island Resort in the Bahamas!

FAO Schwarz and the Discovery Channel introduce the Discovery Channel Exploration Toy Line at seven participating FAO stores: New York, San Francisco, Chicago, Boston, Las Vegas, Orlando, and Aventura.

**Enter to win an all expense-paid trip to the Discovery Channel Camp at Atlantis, Paradise Island Resort in the Bahamas** to help celebrate the launch of the new toys!

This adventure of a lifetime includes airfare and a 4-day, 3-night trip for a family of four!

### Discovery Channel Camp

Designed for kids ages 4 through 12, the



Discovery Channel Camp immerses children in an interactive, in-depth exploration of the wonders of the natural world from the depths of the ocean to the farthest points in space. Features include: A replica of the Atocha (a Spanish galleon that sank off the Bahamas in 1622), the Science Outpost (equipped with microscopes, touch tanks, and specimen collections), and the Technology Lab (featuring cutting edge computer and digital video equipment).

The camp's themed programs are led by a team of highly trained, energetic counselors. Highlights include: Jaws and Claws (it's either eat or be eaten

Continued on page 2

## What's Inside

Page 2 \_\_\_\_\_

**Discovery Channel**  
Continued

**Celebrate Easter with Pokémon**

**Lamaze™ Infant Easter Basket**

**Collectible Gene**  
Spotted In The Park

Page 3 \_\_\_\_\_

**Tiny Green Thumbs**

**Tommy Hilfiger**

**Bunny Hug**

[www.fao.com](http://www.fao.com)

**Best of FAO Rewards**

Back Page \_\_\_\_\_

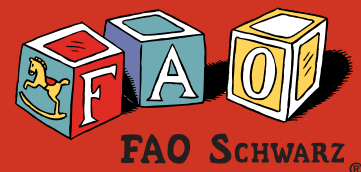
**Our Little Sweetie**

**Christopher Robin**

**Upcoming Events**

**Shop FAO**  
Contact Information

**Ask Best of FAO**  
Contact Information



as campers explore the world of predators and prey) and Funky Fish Day (Get down and dirty when campers become naturalists through activities that teach them about the diversity of life on this planet).

The Atlantis Paradise Island Resort features 38 restaurants, bars and lounges; an entertainment center with casino; a collection of luxury boutiques and shops; plus a full service spa and an 18-hole putting course. The resort includes the largest man-made marine habitat in the world, home to 50,000 live sea animals in exhibit lagoons and displays. You'll marvel at The Dig, a maze of underwater corridors and passageways providing a journey through the mythical land of Atlantis. There are also water slides hidden in life-sized Mayan ruins, cascading waterfalls, and an almost endless beach that's gorgeous beyond description.



**Discovery Channel  
Robot Revolution by Robotix**

Build a two foot tall remote controlled robot, then take part in one of three Discovery Channel missions designed to test the limits of your engineering and robotics skills. More than 200 parts, three motors and a wireless remote controlled system make this the ultimate Discovery Channel experience! Available at certain store locations and on the Internet. Item #411199 is \$115.

**For Best of FAO Members only...  
An FAO Exclusive 4 day/3 night  
tour package to the Discovery  
Channel Camp from \$469. Call  
your Best of FAO Specialist at  
1-800-791-1142 for details and to  
reserve your great adventure now!**

FAO and the Ashton Drake Galleries present

**Collectible Gene "Spotted In The Park": An FAO Exclusive!  
Limited Edition of 3,500 items**

*The legendary Gene could turn the lightest comedy into art. In this film, she plays an aspiring model mistaken for a famous movie star. Her dilemma: continue the charade and pose as the movie star – or risk losing Mr. Right.*



Here's a beautiful FAO Schwarz-exclusive limited-edition collectible created with bendable knee by the renowned Mel Odom. Gene is dressed in an animal-print halterneck dress with black crepe trim, designed by Veronica Alvarado. Gene is properly accessorized, with earrings, bracelet, strappy high-heels, seamed hosiery, and a black belt with gold-tone buckle. And check out those tortoise-shell shades! Accompanying Gene is "Fifi" the poodle who wears a rhinestone collar and black faux leather leash. This numbered 15 1/2" collectible includes a Certificate of Authenticity. Age 8 or older. Item #417287 is \$100.

**Call your Best of FAO Specialist at 1-800-791-1142 to place your order.**

**Celebrate  
Easter with  
Pokémon!**



This unique basket of toy and candy items is perfect for anyone who loves Pokémon. Resting in a willow basket

are a plush Pikachu, two Pokémon character Spin Pops, one Pokémon yo-yo and four candy tubes each topped with a different removable collectible Pokémon figure. There's also one candy-filled Poké Ball with a sticker, and 16 yummy Pokémon Gummies. This very special Easter basket is guaranteed to deliver lots of Pokémon-style fun! 14" x 14" x 23". For ages 3 and up; just \$99. Item #423665. **Call your Best of FAO Specialist at 1-800-791-1142 to place your order.**



**Lamaze™  
Infant Easter  
Basket**

Who knows more about infants than Lamaze™? Lamaze™ and FAO Schwarz bring you this beautiful basket

filled with items designed for infants up to 12 months old. It's a complete series of colorful, stimulating toys which will encourage an infant to explore, discover, and learn. Designed for each stage of an infant's development, the basket includes a soft, colorful Inchworm with a ruler to easily measure baby's growth; an adorable Little Knottie rabbit with colorful little knots babies love to hold; a discovery book with soft cloth pages featuring peek-a-boo cutouts for lots of giggles; and the sea fun bath set with four fun bath toys. 18" x 15" x 24". Item #423699 is available for \$110. **Call your Best of FAO Specialist at 1-800-791-1142 to place your order.**

## Tiny Green Thumbs by C.Z. Guest

Makes Gardening Fun and Easy for Children

### Tiny Green

**Thumbs** is a new book illustrated by Loretta Krupinski and written by C.Z. Guest, the nationally syndicated gardening columnist and creator of the magazine, *C.Z. Guest's Gardens*. Widely known for her frequent appearances in the world press, Ms. Guest has been on the cover of *Time* magazine and has written many books including *Five Seasons of Gardening* and *The Power of Style*. In *Tiny Green Thumbs*, bunnies and a mouse tell the fascinating story of Tiny Bun, who wants to use everything in Granny Bun's garden shed. The story will inspire children of all ages to create their own gardens this spring. Book measures 9" x 11 1/2". Ages 4-7. Item #422733 is \$15.99. (Seeds not provided.) For FAO exclusively, Designer **Tommy Hilfiger** has designed five pieces of



clothing inspired by *Tiny Green Thumbs*. In addition to the Jumper you see above, there are other gardening clothes below!

- Jumper - Item #413203 at \$40.00 (shown)
- Overall - Item #413211 at \$45.00
- T-Shirt - Item #413229 at \$20.00
- Denim Bucket Hat - Item #425447 at \$20.00
- Denim Baseball Hat - Item #425454 at \$18.00

**Call your Best of FAO Specialist at 1-800-791-1142 to place your order.**

### A Teddy Bear Traveling Incognito As a Bunny???

"Bunny Hug" has an identity crisis: she's a teddy bear wearing bunny ears and plush bunny slippers. This delightfully mischievous-looking Teddy Bear is 16" tall with plush light brown fur. Will she solve her identity crisis by Easter? Take her home and find out! Great for kids from 3 to 103. She's yours for just \$24. Item #237818. **Call your Best of FAO Specialist at 1-800-791-1142 to place your order.**



[www.fao.com](http://www.fao.com)

If you haven't visited FAO Schwarz lately on the World Wide Web you'll want to do so soon: we're continually updating the site, adding more items and special features. We now offer more than 1,000 items on-line.

For 2000, we've brought the unique interactive experience of our stores to the Web. Our recent additions include:

❖ **Gift Registry** – Create "wish lists" for birthdays, holidays, and other special occasions. Family and friends get secure, private access to the registry. They can buy on-line and have gifts delivered directly to your home.

❖ **Parties and Presents** – Click on for gift suggestions, party tips, and a list of award-winning toys.

❖ **FAO Screensaver** – Download for free! (PC & MAC)

❖ **Star Wars Online "boutique"** – Peer into the Star Wars galaxy in our Fifth Avenue store to see real-time, in-store images and close-ups of featured FAO Schwarz merchandise.

❖ **Company Information** – Check out our **Upcoming Events** at over 40 stores and read FAO's recent **press releases**.

❖ [www.faoespanol.com](http://www.faoespanol.com) – FAO Schwarz and Star Media bring you selected products and features of [www.fao.com](http://www.fao.com) – all in Spanish! ¡Venga a ver [www.faoespanol.com](http://www.faoespanol.com)!

Visit [www.fao.com](http://www.fao.com) or [www.faoespanol.com](http://www.faoespanol.com) today & see what's new!



## Best of FAO Rewards

**John & Mary Jones**

Total Points earned from February 1, 1999 through January 31, 2000

**1,234**

**Thank you for shopping at FAO Schwarz!**

Attention:

## Best of FAO Members...

Some items in this newsletter may be available at certain stores locations, or in the catalogue/Internet only. To avoid disappointment, please place your orders through our Best of FAO Specialists at 1-800-791-1142.

Thank You!



## Upcoming Events

### APRIL

April 1-2 Saturday & Sunday  
**INVU Portraits** – free portrait sittings with purchase of \$50 or more.  
FAO Tysons, NJ

April 15 Saturday  
**Gene Event** – Debut of “Gene: Spotted in the Park”  
FAO Roosevelt Field, NY

April 20-22 Thursday–Saturday  
**Easter Bunny** – in store appearance! Egg Hunt, Arts & Crafts, Games, and Give-aways!  
FAO Glendale, CA

**Easter Bunny** – in store appearance!  
FAO Tysons, NJ

April 29-30 Saturday & Sunday  
**Family Block Party**  
FAO Sunset Place, FL

### MAY

May 13 Saturday  
**Mother’s Day crafts** – Come in and make a card for your Mommy!  
FAO Tysons, NJ

May 20 Saturday  
**Steiff 2000 Club year launch**  
FAO Glendale, CA

Log on to [www.fao.com](http://www.fao.com) for more details and confirmed events at the store near you.



## Shop FAO

**Store:** Personal Shopping Service:  
1-800-400-4326

**Internet:** [www.fao.com](http://www.fao.com)  
[www.faoespanol.com](http://www.faoespanol.com)  
AOL keyword: FAO

Shop 24 hours a day, 7 days a week or log on to find the store location near you!

**Catalogue:** Best of FAO Exclusive Customer Line  
1-800-791-1142

**Phone:** Best of FAO Exclusive Customer Service Line  
1-800-791-1143



## Ask Best of FAO

For questions or concerns regarding your account or the Best of FAO program, please contact our Best of FAO Specialists at:

**Phone:** 1-800-791-1143

**E-mail:** [bfao@fao.net](mailto:bfao@fao.net)

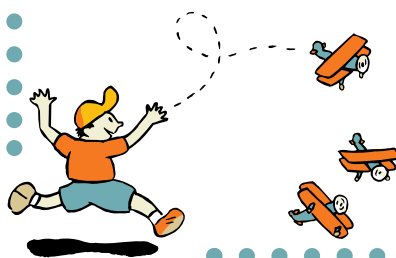
**Write:** FAO Schwarz  
Best of FAO Program  
767 Fifth Avenue, 4th Floor  
New York, NY 10153

Katharine Hoffmann, Best of FAO Program Manager



## Here’s your copy of the Best of FAO Newsletter...

FAO Schwarz  
767 Fifth Avenue  
New York, NY 10153



### Ready to be hugged.

Some dolls are so special that you want to hug them when you first see them! “Our Little Sweetie” from Lee Middleton Original Dolls, Inc. and designed by Reva Schick is just that kind. She’s 19” tall and wears a beautiful pink satin romper and an organza jacket trimmed with white Venice lace. The jacket’s sleeves and collar are embroidered with rosebud clusters. White t-strap shoes and tights complete this totally irresistible outfit. Look into those big brown eyes peeking out from under that pink satin bonnet and touch her beautiful brown hair, and she’ll become your little sweetie too. limited edition of 1000. Item #417295 is \$185. **Call your Best of FAO Specialist at 1-800-791-1142 to place your order.**



### Last chance at winter fun!

Christopher Robin completes R. John Wright’s Wintertime Pooh Collection. An FAO exclusive, this 12” doll is fully jointed and made from molded felt. Christopher has hand-painted eyes, a corduroy coat and hat, rubber “Wellies” boots, and comes with his sled. This limited edition (intended for adults only) is \$1250. Item #325639. **Call your Best of FAO Specialist at 1-800-791-1142 to place your order.**

