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Design Plus gallops into Licensing Show 2007 with Kiddie Rides USA®

Kiddie Rides USA has appointed Atlanta-based firm Design Plus to manage its licensing program. Design Plus specializes in pioneering brands through creative licensing programs.

"We are leveraging our storied history with the coin-operated kiddie ride " says President, Damon Carson. "The story is truly compelling as evidenced by CNN, and in Fortune and Time Magazine."

Design Plus plans to use this 60-second amusement ride for kids and nostalgic American icon for adults to ride licensing efforts in Apparel, Collectables, Kids Home Décor, Publishing and Toys. A style guide is available on request.

"Kiddie Rides USA's coin-operated rides have become a favorite subject of cartoonists and a metaphor for business men, politicians and the press" said Carol Janet, Design Plus CEO and Senior Principal. "The real earning power today of a kiddie ride isn't in how many quarters are in the coin box each week, but in how effectively licensees can use this classic amusement ride to build goodwill with retailers and consumers alike."

Visit us at Booth 4831 and join the ride.