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## Phil's Forum 8/19/05 Fun for Life

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"Phil, wake up! I've got a great idea."

As with every time I've heard that phrase, I slowly opened my eyes and tried to focus in on my wife hovering over me in the darkness. Waking me with an idea is one of my wife's favorite activities. And most of her ideas are pretty good.

"The Toy House needs a good slogan," she continued. "And I just thought of one!"

"The Toy House - Fun for Life!"

I love my wife. Besides being the most wonderful mother of our two boys, the most loving companion, and my best friend in the whole world, she's always coming up with great ideas.

I told her that the slogan was great, rolled over and went back to sleep.

The next day, however, that slogan was stuck in my head – Fun for Life. How simple and to the point.

It fit all the criteria for a great slogan – short, memorable, all-encompassing, and even the right number of syllables. (Yes, some people believe that a good phrase, to be memorable, should have an odd number of syllables like Just Do It, Good to the Last Drop, Mmmm Mmmm Good, You Deserve a Break Today, etc.)

Plus, there is that important double entendre that a good slogan should have – fun that lasts a lifetime and fun to encourage a better life.

Yes, this slogan fits nicely. And best of all, it really fits my own personal philosophy of having fun every day.

Over the past few months, you've heard and read how we do things the "Toy House Way."

Fun toys, fun shopping experience, fun staff, fun for everyone young and old – yes, Fun for Life really is the Toy House Way!

Now, if I could quit having so much fun and get around to doing some advertising, we can roll out this new slogan. (Not that you need a new slogan to know how much fun the Toy House is.)

Happy Shopping!

-Phil Wrzesinski