



Mattel, Inc.
433 Columbia Street
El Segundo, California 90245

July 1, 2015

The Honorable Peter Courtney
President
The Oregon State Senate
And Members of the Oregon State Senate

From the Desk of
Senator Ted Ferrioli

RE: SB 478 – Oppose

Dear President Courtney:

Nothing is more important to Mattel and Fisher-Price than the safety of our toys and the children who play with them. Ensuring safety and producing high-quality toys is crucial to the long-standing trust this company has built with parents for more than 80 years.

However, as written, SB 478 has serious unintended consequences that would make perfectly safe toys unavailable to those children who call Oregon home. **This is why we urge you to oppose SB 478.**

As written, without an exemption for inaccessible electronic parts, for example, valuable learning and educational toys would be affected. It is important to recognize that play, in its purest form, provides many benefits to children – from deep cognitive and skill-building developmental and learning opportunities to simple stimulation and joy from toy movements, lights and sounds. Mattel is, and always has been, dedicated to creating innovative and fun toys that enhance a child's development through play. Our toys are designed to engage children at four specific stages of growth – and learning toys are just one facet to the benefits of play.

As I'm sure you are aware, there are federal, state and EU regulations that recognize that inaccessible parts do not pose the same safety risks as accessible parts. Legislation passed by the U.S. Congress, and other states such as Washington and Maine, acknowledge this reality and include exemptions for inaccessible and electronic parts, like electronics, wiring, gears, and screws.

Mattel appreciates the vigor in which the State of Oregon wishes to protect its youngest constituents. But the unintended result is that SB 478 would ban toys that meet proven, health-based safety standards and are enjoyed by children around the world. Apart from severely limiting toy choice in Oregon without a genuine increase in safety, the legislation puts an undue burden on industry.

We share the concerns expressed by members of the Toy Industry Association. We are much encouraged and look forward to working with you and your staff on legislation that not only enhances the safety of children's products, but that also makes sense for the needs of consumers and business in Oregon. Please do not hesitate to contact us with any questions you may have.

Sincerely,

Stephanie Cota
Senior Vice President, Global Corporate Communications