

DOWNTOWN

BESANT NAGAR • THIRUVANMIYUR • KOTTIVAKKAM • VELACHERRY • NEELANKARAI • THORAIPAKKAM • ADYAR

YOUR LOCAL WEEKLY TABLOID ♦ SUNDAY, NOVEMBER 1, 2009



Now, you have a Toys Lending Library

We all know about libraries that lend books and CDs, but how about one that lets you also borrow toys?

At Toy's Day Out on Gandhi Road, Velacherry, you get all the three at one place to keep your kids engrossed. When you become a member, you can borrow exotic toys on a weekly basis and also take your children there to spend a few exciting hours playing with a wide array of toys and gadgets.

(Details on Page 2)
SARASWATHY SRINIVASAN

I N S I D E

- Indian Bank conducts CASA campaign Page 3
- Weeds being removed from Elliots Beach Page 4
- TN Police karate team felicitated Page 6
- Students speak out against liquor habit Page 8

How to contact Downtown

Responses and requests to highlight local events may be sent to downtownfeedback@thehindu.co.in
You can also call at 2855 2964
For advertisement requirements call 2857 5757

PURE FUN: Children can freak out at Toy's Day Out in Velacherry. PHOTO: M. KARUNAKARAN

Check out our
urban
FURNITURE
Collection

only the latest at

antony[®]
Furniture

Furniture | Modular Kitchen | Lifestyle Accessories

NELSON MANICKAM ROAD, Ph: 23745373, 42186151

VELACHERY, Ph: 22450121, 43627471

GOWRIWAKKAM, Ph: 22781701, 22781625

A library that ensures "edutainment" for kids

Toy'z Day Out aims at aiding the wholesome development of kids.



Focusing on kids aged three months to 15 years, Toy'z Day Out library, a novel initiative, is a one-stop shop for hiring branded toys, books, CDs/DVDs, games, above ground swimming pools, puzzles and outdoor/indoor plays and a lot more.

Kavitha Lokesh, who heads the new-concept library, says that it has been started with the aim of aiding the wholesome development of children.

The toys and books can be borrowed by seeking membership under individual plan — either toys, books or CDs — or a combination of these. A refundable security deposit is collected. One toy can be borrowed at a time and used for a week or more. A maximum of five borrowings is allowed. The idea is to give children the chance to play with a variety of toys which are otherwise not affordable.

The air-conditioned library has a huge collection of toys that include butterfly rockers, cosy coupes, mini-scooters, bicycles, remote controlled jeeps, helicopters and guns, Barbie sets, an entire series of Dora paraphernalia such as Dora Kitchen and Talking Backpack, smart cycles, battery operated cars, scooters, transformers (a combination of robot and cars made by changing the parts), skates etc. Those musically inclined can play with the keyboard, piano or guitar.

Children can even exercise at the treadmill or air walker.

For toddlers, there are walkers and activity gym. In one corner of the library, artificial grass has been laid out to give the feel of a park with a see-saw, slide and some benches. In another side is a roller coaster.

There are also traditional Indian games such as Pallankuzhi, Aadu Puli Aatam and Kalanay-Belanay (Black Elephant-White Elephant).

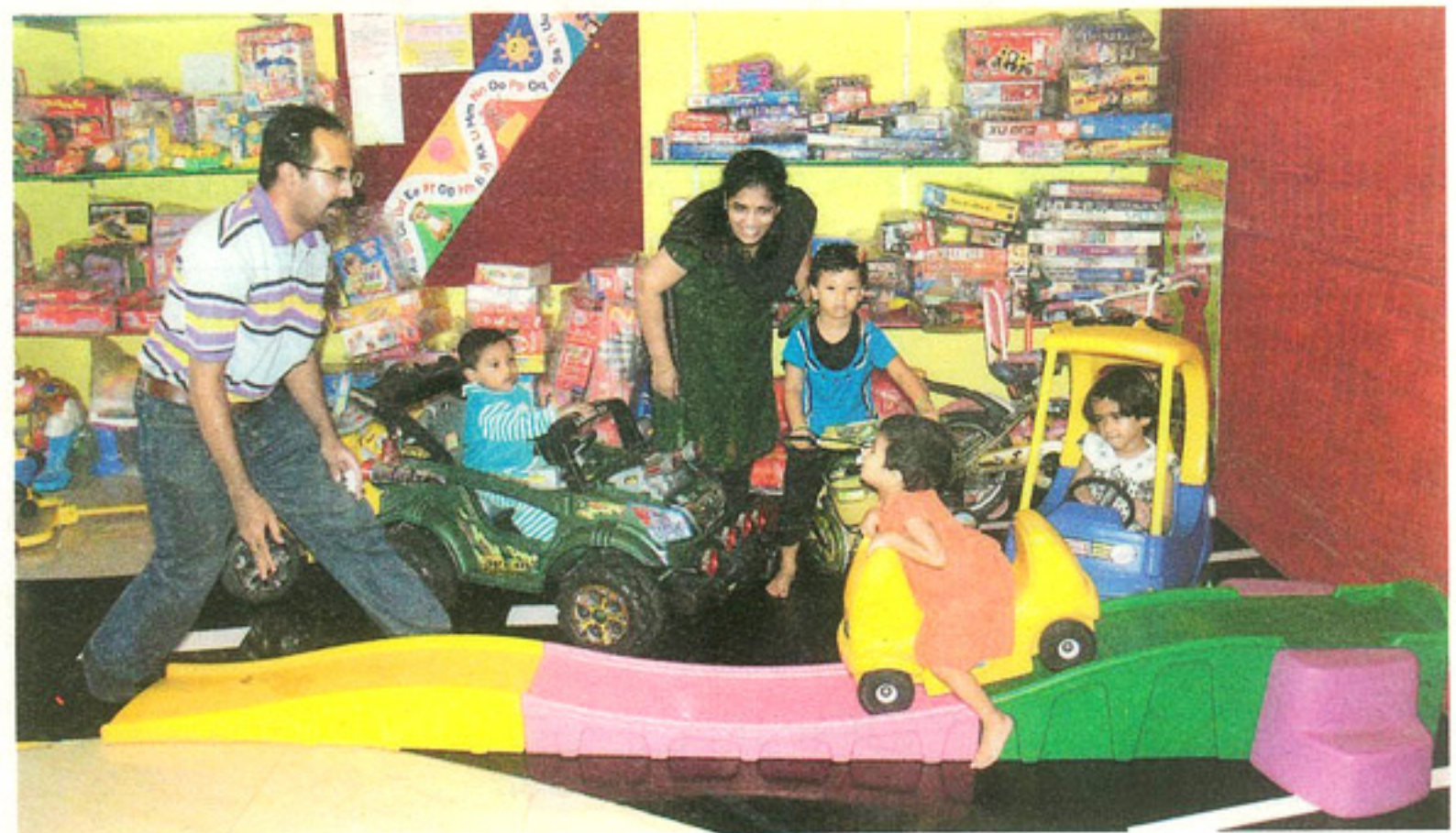
Among the books, one can find comics, touch and feel books, sound books, puzzles, IQ books and novels.

The library provides toys for birthdays and also organises theme-based birthday parties complete with cutouts, standees, tents, pools, games and toys. These come at a price.

Stress on hygiene

Kavitha also ensures hygiene and safety of the kids by having the toys cleaned and sanitised with the help of natural vegetable extract and steam after every use. The toys are then blow dried and wrapped to protect them from dust until the next member takes them home. She also plans to start door delivery soon.

Somasundaram and Bhavani were at the library with their two-year-old grand daughter Sa-



KIDS' DAY OUT: (top and above) Children trying out the various toys and gadgets at the new library. PHOTOS: M. KARUNAKARAN

myukta who could not have enough of the slide. Climbing the short steps and gliding down the slide again and again, she did not want to go home though it was well past her lunch time.

"It is a new concept. We derive great joy from seeing the little girl's happy face," says the grand-

father as he prepares to take home a red toy car in a huge carry bag.

Samyukta will drive around her house in this car for the next week or so until she tires of it and exchange it for another fancy toy.

Kavitha has also started activity sessions for members. During the next four weekends, kids will be

entertained with rhymes, games and tales as part of "Story Time."

Toy'z Day Out is open from 10.30 a.m. to 8 p.m. on all days except Tuesday. It is located at 108, Gandhi Road Velachery. Phone: 6515 7412/98412 65443.

Website: www.toyzdayout.com
SARASWATHY SRINIVASAN