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Canal Toys Appoints Todd VP Sales

Westborough, MA – (April 2, 2014) – Canal Toys today announced the appointment of Peter Todd as its Vice President of Sales for North and South America as the company looks to aggressively extend the success that it has had in Europe and Asia.

Bill Uzell, President and CEO of Canal Toys in the Americas, said, “We are overjoyed to have Peter join our team. His vast sales experience in the toy industry is a major benefit as we launch our products in the U.S., Canada, Mexico and South America.”

Todd, a toy industry sales veteran for both the mass market and specialty retail categories, will oversee all of Canal Toys sales operations in the Americas, including the management of internal sales staff and outside sales representatives. He will handle key accounts and customize new sales initiatives and specific mass market programs.



Peter Todd, VP Sales, Canal Toys

Todd arrives at Canal Toys after nearly four years as Vice President of National Accounts at Fashion Angels Enterprises, where he helped cater a mass-market roll out of certain proprietary and licensed girl’s activity products. Prior to that, he was Director of Sales for the electronic learning products toy division of Oregon Scientific, Inc. His toy sales career began as the Specialty Sales Manager at Spin Master Toys before he moved on to roles as Director of Sales and President of Sales positions at Sababa Group Inc. and Banshee Products, respectively. Todd is a graduate of the University of Toronto.

About Canal Toys:

Canal Toys, founded in 1996, is one of the best kept secrets in the global toy marketplace. The number one arts and craft toy company in France operates in over 40 countries worldwide through different subsidiaries and strategically placed Canal Toys’ offices in Paris, the UK, China, Hong Kong and Westborough, Massachusetts. As one of the world’s top manufacturers and distributors of proprietary and licensed products, the company is poised to be recognized for its accomplishments. To interact with the company, please see its social media presence at [Facebook](#), [Twitter](#), and [Pinterest](#).