

News from CPSC

U.S. Consumer Product Safety Commission

Office of Information and Public Affairs

Washington, D.C. 20207

For Immediate Release
July 5, 2006
Release #06-203

Firm's Recall Hotline: (800) 421-4153
CPSC Recall Hotline: (800) 638-2772
CPSC Media Contact: (301) 504-7908

Small World Toys Recalls Toy Vehicles for Choking Hazard

WASHINGTON, D.C. – The U.S. Consumer Product Safety Commission, in cooperation with the firm named below, today announced a voluntary recall of the following consumer product. Consumers should stop using recalled products immediately unless otherwise instructed. (To access color photos of the following recalled products, see CPSC's Web site at www.cpsc.gov.)

Name of Products: Vehicles in the IQ Baby Pillow Soft Activity Blocks, IQ Baby Traveling' Train Blocks, IQ Baby Vroom Vroom Vehicles and Discovery Channel Vroom Vroom Vehicles

Units: About 92,300

Importer/Distributor: Small World Toys, of Culver City, Calif.

Hazard: The plastic wheels on the toys can detach, posing a choking hazard to young children.

Incidents/Injuries: Small World Toys has received 11 reports of incidents in which a wheel detached from one of these toys. No injuries have been reported.

Description: IQ Baby Pillow Soft Activity Blocks are a set of 19 foam, cloth-covered blocks of various shapes with a plastic carrying case. Two of the blocks are car-shaped and have four 1-inch diameter plastic wheels with a black and white bull's eye pattern. Some cars have tags or labels that say "IQ Baby."

IQ Baby Traveling' Train Blocks are a set of four brightly patterned stuffed cloth-covered vehicles, an engine and three cars that attach to each other with Velcro® connectors. Each piece is about 4-inches long, 2½-inches wide, and 3-inches tall, and has four 1-inch diameter plastic wheels with a black and white spoke pattern. Some pieces have tags or labels that say "IQ Baby."

IQ Baby and Discovery Channel Vroom Vroom Vehicles are sets of six soft, stuffed, brightly colored trucks that come in a plastic carrying case. Each truck is about 5 inches long, 3 inches tall, and 2½-inches wide and has four 1-inch diameter plastic wheels with a black and white bull's eye pattern. Some of the trucks in the sets have labels that read "IQ Baby" or "Discovery Channel."

Sold at: Toy stores and various retailers nationwide, as well as through catalogues. The Discovery Channel Vroom Vroom Vehicles were sold at Discovery Channel stores nationwide and online. IQ Baby Pillow Soft Activity Blocks were sold from March 2005 through May 2006 for about \$40. The Travelin' Train Blocks were sold from July 2005 through May 2006 for about \$20. The Vroom Vroom Vehicles were sold from January 2003 through May 2006 for about \$25.

Manufactured in: China

Remedy: Consumers should stop using the recalled toy vehicles immediately and contact Small World Toys for information on how to obtain a free replacement toy.

Consumer Contact: For additional information please contact Small World Toys at (800) 421-4153 between 8 a.m. and 5 p.m. PT Monday through Friday, visit the Small World Toys Web site at www.smallworldtoys.com, or e-mail the firm at recall@smallworldtoys.com.

-more-



IQ Baby Travelin' Train Blocks



IQ Baby Pillow Soft Activity Blocks-CARS ONLY



IQ Baby and Discovery Channel Vroom Vroom Vehicles

[Send the link for this page to a friend!](#) The U.S. Consumer Product Safety Commission is charged with protecting the public from unreasonable risks of serious injury or death from more than 15,000 types of consumer products under the agency's jurisdiction. Deaths, injuries and property damage from consumer product incidents cost the nation more than \$700 billion annually. The CPSC is committed to protecting consumers and families from products that pose a fire, electrical, chemical, or mechanical hazard or can injure children. The CPSC's work to ensure the safety of consumer products - such as toys, cribs, power tools, cigarette lighters, and household chemicals - contributed significantly to the 30 percent decline in the rate of deaths and injuries associated with consumer products over the past 30 years.

To report a dangerous product or a product-related injury, call CPSC's hotline at (800) 638-2772 or CPSC's teletypewriter at (800) 638-8270, or visit CPSC's web site at www.cpsc.gov/talk.html. To join a CPSC email subscription list, please go to www.cpsc.gov/cpsclist.asp. Consumers can obtain this release and recall information at CPSC's Web site at www.cpsc.gov.