

Recall Alert

U.S. Consumer Product Safety Commission

Office of Information and Public Affairs

Washington, DC 20207

May 17, 2007
Alert #07-551

Bookspan Recalls Discovery Bunny Books Due to Choking Hazard

The following product safety recall was voluntarily conducted by the firm in cooperation with the CPSC. Consumers should stop using the product immediately unless otherwise instructed.

Name of Product: Discovery Bunny Books

Units: About 16,000

Distributor: Bookspan, of Garden City, N.Y.

Importer: SoftPlay Inc., of Chicago, Ill.

Manufacturer: Animal Magic Ltd., of Hong Kong

Hazard: The seam on the bunny's left hind leg can open exposing a plastic squeaker toy contained inside a cloth bag, posing a choking hazard to young children.

Incidents/Injuries: Bookspan has received one report of a 4-month-old infant who began to choke on the plastic squeaker. The parent noticed the infant beginning to choke and cleared the squeaker from his throat.

Description: This recall involves Discovery Bunny yellow cloth books. The mid-section of the yellow and white plush stuffed bunny opens to a six-page cloth book. The plush bunny has black & white checkered ears and feet. The "SoftPlay" logo is printed on a tag sewn into the bunny toy.

Sold through: Bookspan mail-order catalogues and www.bookspan.com (to book club members only) from February 2006 through March 2007 for about \$8 and \$16.

Manufactured in: China

Remedy: Consumers should immediately take the recalled bunny books from children and either discard it or return it to Bookspan. Consumers will receive a full credit on their book club account. Bookspan has directly notified purchasers of the product recall by mail.

Consumer Contact: For additional information, call Bookspan at (888) 793-6514 between 8 a.m. and 8 p.m. ET Monday through Friday or visit the firm's Web site at www.bookspan.com

Media Contact: Paula Batson, at (212) 930-4531 or paula.batson@bmgch.com



[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.