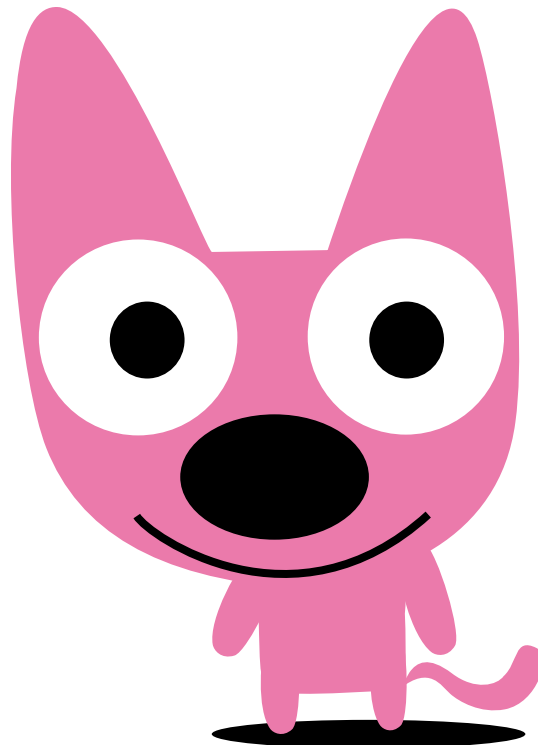


# hoops&yoyo hello, ello, ello!

can you believe this is our eighth newsletter? count 'em... 5-6-7-8. pretty soon, we're going to run out of fingers to count 'em on. not that there's really any reason to count 'em, except that counting is sometimes fun. like counting train cars, or steps when you go up them, or ice cream cones eaten in one day.

anyhowever, what a month. much cool stuff has happened since last we spake (that's wm. shakespeare for "spoke".) remember how we told you that hoops&yoyo were becoming worldwide superstars? we didn't tell you that? oh. well, maybe not superstars, but super-somethings. our bright duo will be showing up on all kinds of cool products in 17 – count 'em: SEVEN. TEEN. – countries around the world. 17 is way more fingers than we have, and way, way more than hoops&yoyo have. is your country on the list? well, you'll just have to wait and find out. hee hee. (we're kind of teasy that way. check out "what's new" for some of the cool product ideas in the works.)

which leads us to baseball. well, it might lead to baseball if you have enough sugar in your system. hoops&yoyo are going to be stars of the toronto blue jays' june 19th home baseball game, sponsored by hallmark on account of father's day. bob will ride out in a corvette (go bob!) and throw out the first pitch of the game (mike will be there too, because there might be cotton candy, but he's not throwing any pitches)... hoops&yoyo will make a live appearance on the field and lead a 4th inning dance contest (winning sections get free t-shirts or plushies thrown at them!)...there will be lots of fun animation on the jumbo screen (singing "take me out to the ballgame" and "okay blue jays" during the 7th inning stretch, goofing around when someone hits a home run or fouls off a pitch, even announcing birthdays)...and who knows what else. it's going to be an awesome day!



# fan of the month-lolo

lorrie's one of our bestest buds. we call her lolo. she's a writer living in new york state, and really smart. she knows about biology and stuff. and she's written a book on caffeine so bob liked her right away. she really made bob go "whoa" when she guessed what the sound was on the third animation series called "the sound." it was a refrigerator door. we love that sound because it means that food is just around the corner. lolo went on a trip with her friend aminy to carmel, california, and they took hoops&yoyo along and sent us great pictures. hoops&yoyo were thinking, helllooo, carmel... where's the carmel? it turns out the town wasn't named after candy. but lolo did take hoops&yoyo to the candy store. thanks for being so groovy, lolo. we're glad you're our fan of the month.



lorrie comforts hoops&yoyo shortly after they got yelled at by a policeman in downtown san luis obispo. why? for taking pictures of that statue. okay, so hoops&yoyo were on the statue, but it's not like they were going to hurt it. and just look at all those perfect places to have their picture taken—the guy's foot, his hand, his skirt. the policeman didn't budge even when told these were the famous hoops&yoyo.



a favorite hoops&yoyo stop in san francisco. hmmm, wonder why? those are barrels and barrels of salt water taffy in every possible flavor. they had to take a few minutes and recover after diving into one head first.

successfully scaling the dangerous heights (and base pairs) of the really big dna molecule outside the lawrence hall of science in berkeley.



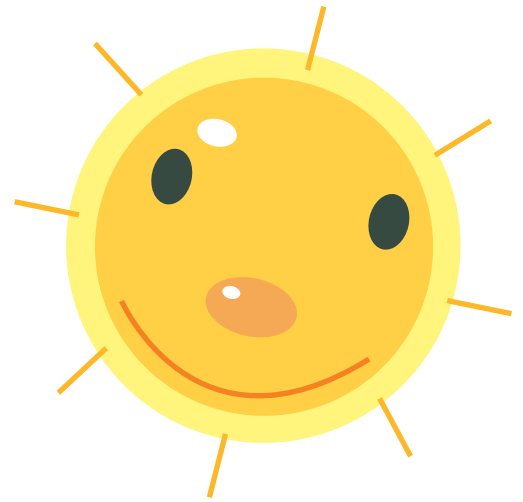
a new friend at the monterey bay aquarium gift shop.



even a scurvy pirate can't resist our cute duo



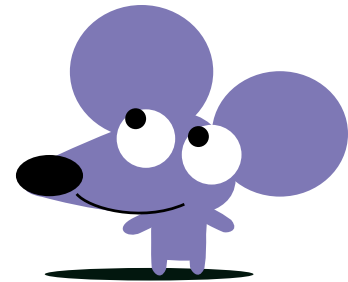
enjoying the soft white sands of carmel beach from the terrace of their sand castle.



hoops&yoyo discovered that california sea mammals are very welcoming to other species.



hoops&yoyo loved the tidepools along the california coast. they got a bad case of sunbleach for a few days, as you can see. but they've recovered just fine and are back to their vibrant pink and green.



they watched and watched and eventually some whales really did come by, at a nice safe distance.



this was hoops' favorite display at the monterey bay aquarium.



## hoops&yoyo favorites

### chunky or creamy peanut butter

h: chunky

y: depends on the jelly

### tech geek item

h: iPod

y: ATI 100-505090 video card

### starwars or star trek

h: hey! whoa! both are great.

y: yeah. we don't want any trouble.

### upcoming game system

h: XBox 360

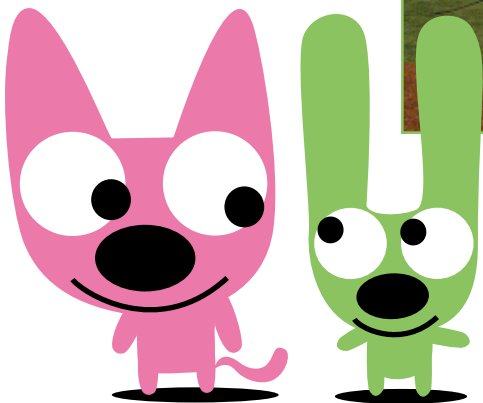
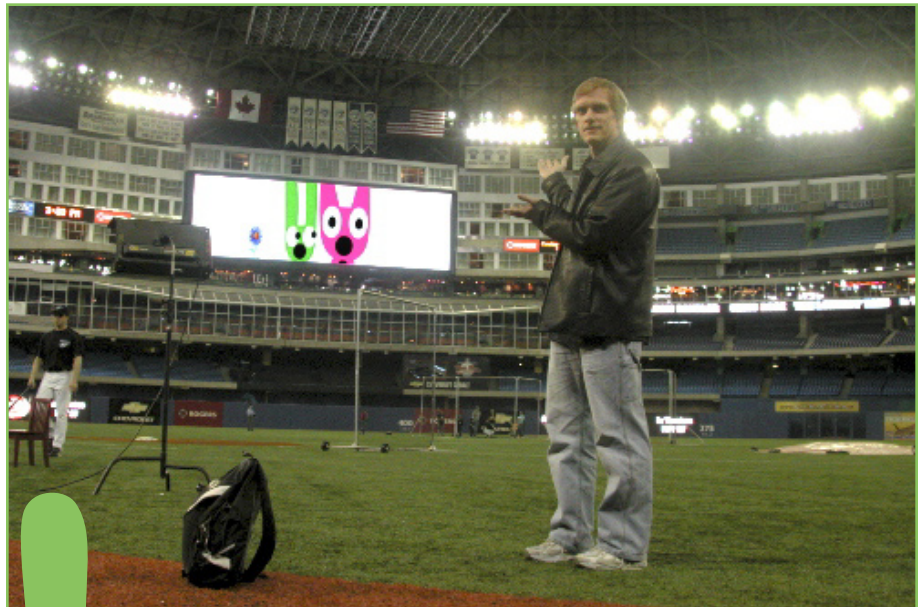
y: PS3

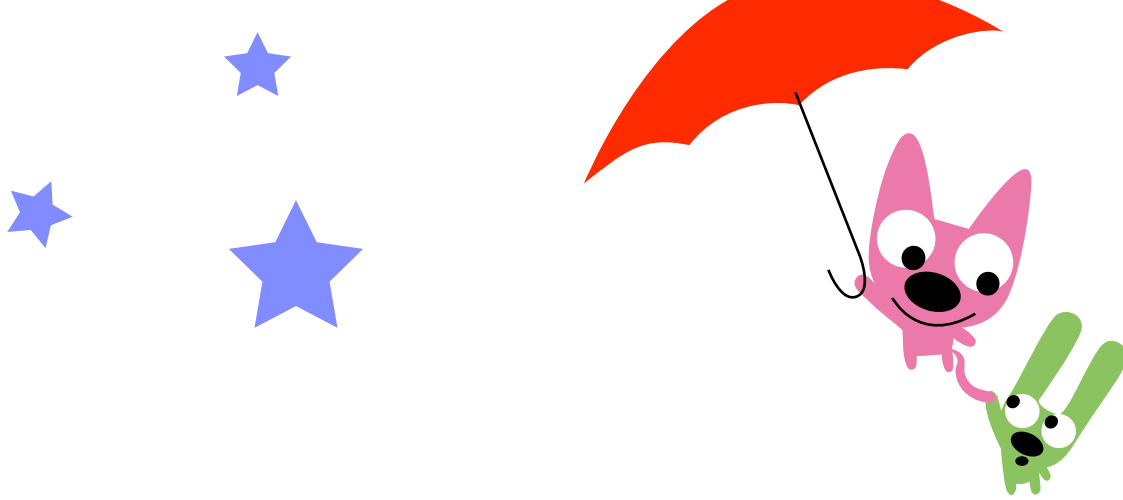
## meet the creator

### the wind-up... the pitch... and it's outta here!

okay, so bob's going to throw out the first pitch in front of thousands and thousands of fans at the toronto blue jays home baseball game on june 19th. but is he nervous? will he be shaking like a hoops&yoyo bootie dance? not our bob.

if you read the last newsletter (which, ahem, we're sure you did), you know that bob was on the wrestling and cross-country teams in high school. what we didn't mention was that he also pitched (a little) on his high school baseball team. so if 40,000 fans show up for the blue jays game, that's only about 39,800 more than he's used to. (is this international counting day?) we're sure all will go well. bob's no stranger to the pitcher's pile. he knows his way around a baseball court. that first pitch is going to come humming right into the shortstop's mitten. we're all behind you, bob – several feet behind you – just to be safe. go bob.





## our a-mazing e-mail friends

did we tell you that more people than ever are sending hoops&yoyo e-cards? more and more people are learning to love our fuzzy little friends. and oodles of fans are sending us e-mails from countries all over the world. keep that fan mail coming. we love it! now for a few hey-there's to our e-mail buddies:

**sharon** gets a big con-grat-u-la-tions for her 6 1/2 year anniversary!!!

**victoria marie** is graduating 3rd out of 270 – wow – that IS brilliant!!!

**nora** sends a really loud shout-out from france to mehdi in florida and is tres grateful for the 'go out with me' ecard ;)

**eliza** told us we have to try lucuma ice cream ... but we have to go to peru – the only place lucuma grows. ok - we're ready!!!!

**eric** likes to send us trick questions like 'what do you like better – ice cream, doughnuts, cookies, candy or pizza?' ... yeah, right.

**aislin&eilish** made catherine's ears ring when the plushies arrived at their door ... she still can't hear and that was 2 weeks ago!

**rosemary's** molecular biology office mates have named us their dna cloud mascots!!! woohooooo!!!

**pauline** had a really cool birthday this year ... she turned 50 on 05/05/05!!!

**dave** keeps coming up with stupendous ideas like we should put 'photos of the week' in an archive ... brilliant!

**nancy&sarah** are a couple of nuts or was that they are nuts over us? crud. we should have made a note.

**lauren, kendra, hayley, christine, kyley, krista-bob, kelly, yuan, nicka, jenny, and eric** are counting the seconds till school is out!

**amy&jaime** keep saying they are the biggest fans ever ... we keep wondering hooooow big is big? godzilla big? king kong big?

**sarah's** tonsils went bub-bye in may – we hope she's eating looooots of ice cream!

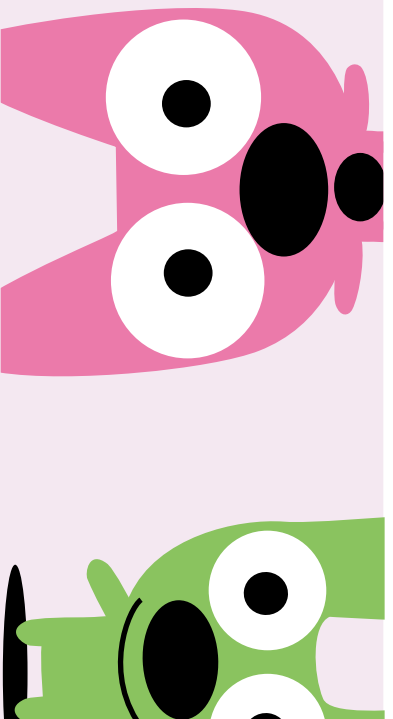
**jules says monty** is very, very niiiiice ... we think she's buddying up for cake&ice cream because it's his birthday month!

## things to looky looky for:

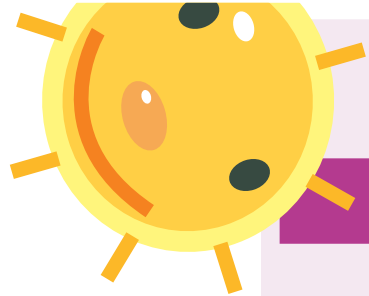
- so, what kind of products are they thinking about making in those 17 countries that fell in love with hoops&yoyo? glad you asked. nothing's definite, but we've got sketches of all kinds of cool stuff: greeting cards, cool stuff for cell phones, footsie-wear, gift bags, magnetic message boards, key chains, school and office supplies, beddie-bye wear, address books, the cutest paper clips you've ever seen, and lots more.
- we're making more (and longer) animated mini-movies. they'll be fun – you watch!
- this summer, hoops&yoyo will be starring in a little movie-like-thing about how you can get a free movie rental when you buy three hallmark cards from a hallmark gold crown store. watch for it online!
- we're making more plushies, and they're going to be an eentsie beentsie bit different than the first ones, so the first edition plushies will probably become jillionaire collectors' items. get 'em while they last!

that's all for now. we're pretty sure we forgot some things, since we usually do, but we can mention those next time. just check back in and pick up issue number nine! we love you!





# June 05



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