

time that Beanie Babies began to rise, many experts did not believe that the fad would last past, but despite their predictions by Christmas of 1995 Beanie Baby sales soared more than ever. With the Beanie Baby popularity growing with no expectations for it to slow down, price-guides were published and sold for collectors to know how much their precious Beanie Babies were worth. The most successful price guide, *The Beanie Baby Handbook* by Les and Su Fox, sold more than three million copies to become one of the best-selling self-published books of all time. The book actually contributed to the fad because it gave collectors the current values of each year, and the projected values of Beanie Babies ten years later. The future values, of course, were projected to be much higher. This encouraged the rapid growth of Beanie Baby sales.

1997 was a big year for Ty, Inc. At this time, Beanie Babies were at their peak and had now partnered with McDonald's to give out miniature Beanie Babies called Teenie Beanies as a promotional offer in Happy Meals. Collectors and fans across the country rushed to McDonald's to get their hands on the Teenie Beanies, and a sub-market was born. Originally, the promotion was set for a month, but over the course of only ten days, 100 million Teenie Beanies were sold. Ty, Inc. and McDonald's then signed a contract for five years, which was good news for the diehard collectors. The first year was such a success that there was no question about continuing the promotion. Over the course of the five years, there were 83 different Teenie Beanies that were part of the Happy Meal promotion.

Also in 1997, Ty, Inc. released sports promotion bears. These Beanie Babies were used to increase game day ticket sales at sporting events. The first of its kind were released at a Cubs' game in Chicago. Sport Beanie Babies actually fall under one of two categories of

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