

First Dog Bo Fetches Toy

“Beanie Bo,” from the maker of Beanie Babies, sold out in several hours.

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First dog Bo has his very own children’s toy, courtesy of Beanie Babies maker Ty.

The company has been selling a \$4.99 “Beanie Bo” toy made in the Portuguese Water Dog’s likeness, complete with white front feet and a red, white, and blue ribbon around its neck.

The toy’s first run, which went on sale April 16, sold out in a few hours, though toys are still available on eBay for around \$20.

Ty says it plans to sell more Beanie Bos, and will donate some of the proceeds to animal shelters.

The company took heat earlier this year when it sold two dolls named “Sweet Sasha” and “Marvelous Malia.” The dolls were later renamed “Sweet Sydney” and “Marvelous Mariah,” though a company spokesman denied any wrongdoing. (“There’s nothing on the dolls that refers to the Obama girls,” spokesperson Tania Lundeen said at the time.)

“Sweet Sasha” and “Marvelous Malia” dolls are also for sale on eBay, for the recession-busting price of \$1,800 for the pair.

For more about the Obamas’ new puppy, [click here](#).