

PhilosophersGuild.com to Expand Election Line to Meet Consumer Demand for Political Swag

This Election Season Political Toy and Gift Sales Increase for Wholesaler and Retailer Despite Slow Economy

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The Unemployed Philosophers Guild, online retailer and wholesaler of smart-chic gifts, announces the expansion of their political line. While the economy struggles for others, companies like The Unemployed Philosophers Guild (UPG) are selling political swag like hot cakes. There seems to be no recession when it comes to political parody.

From products like The Obamarama, Obama Puppets, John McCain notes and The Democratic and GOP Dream Mugs, this Brooklyn based wholesaler and retailer of political goods is racking up sales. Now with the election only weeks away, the race is on to stock up and sell out.

The Unemployed Philosophers Guild (UPG), <http://www.philosophersguild.com/>, is an online retailer and wholesaler of all things political. The business was founded by two brothers who started selling high brow and witty products in the midst of a dwindling job market. Now these creative entrepreneurs are watching their business thrive, even in times of economic strife. For Stephan and David Shaw, the economic down time provided an opportunity to try something new. So they started their own business marketing "smart chic" toys and to an intelligent, educated crowd with purchase power.

This political season there is a lot of money to be made, and The UPG is already selling their political toys in hundreds of stores across the United States and online. Democrat or Republican, Americans love spending money making fun of both sides. This is political swag you can believe in.

Some of the best sellers include Obama and McCain products, presidential mugs and political fashion t-shirts. Even George Bush toys are still selling, including Bush Its sticky notes and the Smush Bush. Other popular products include puppets, stationery sets and other giftware.

If you are interested in this story, or learning more about The Unemployed Philosophers Guild and the political swag, please contact Jennifer Hoffman at Get Some Media, Jennifer@Getsomemedia.com or 602.628.5366.

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