



Fact Sheet 2016

1976

- Founded by Phyllis Brody and Evelyn Greenwald in 1976 after volunteering at a children's school.
 - Noticed a "turkey syndrome" pattern: where all children drew the same turkey by tracing hands; leaving no room for creativity.
 - Knew the importance of creativity (and its lifelong benefits) so they started combining loose but interesting materials (feathers, clothespins, etc.) together into "creative art bags"
 - The Creative Art bags (aka Burlap Bags) were packaged in Phyllis' basement and/or Evelyn's living room.
 - Soon they begin calling on local retailers to sell their product.

1978

- First exhibition at The North American International Toy Fair in NYC.
- *Playthings Magazine* creates a NEW CATEGORY "creative activities" based on this brand alone.
- Creativity for Kids™ was the only brand listed under this category.

1999

- Faber-Castell® in Stein, Germany acquires Creativity for Kids® and moved its US office from New Jersey to Cleveland where Creativity for Kids® was based.

2003

- Jamie Gallagher becomes CEO of Faber-Castell USA

2004

- It's My Life Scrapbook receives the 2003 Toy of the Year award from Toy Industry Association

2009

- Create Your Own Pop-Up Books receives the Best Toy for Kids Award from ASTRA, The American Specialty Toy Retailer Association and also a Specialty TOTY - Toy of the Year award from the Toy Industry Association, Inc.

2010

- Phyllis Brody, Co-founder of Creativity for Kids receives the Lifetime Achievement Award from ASTRA - The American Specialty Toy Retailer Association

2016

- Celebrating the brand's 40th Anniversary, with a celebration at Toy Fair NYC.
- Phyllis Brody maintains a role within the company and works on many special projects, ensuring the legacy of the brand remains intact.
- New Trends this year:
 - Water globes/ Snow globes
 - Light-Up (with technology)
 - Innovation within the craft category
 - Preparing children for lifelong success with learning 21st Century skills with new brand, Spark!Lab. **Website:** www.creativityforkids.com

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