

CREATIVITY FOR KIDS // 40<sup>TH</sup> ANNIVERSARY  
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FOR IMMEDIATE RELEASE

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**FABER-CASTELL® CELEBRATES 40 YEARS OF CREATIVITY FOR KIDS®;  
UNVEILS TWO NEW LINES AT TOY FAIR WITH A SURPRISE VISIT FROM TLC'S "CAKE BOSS"**

CLEVELAND, Ohio (February 3, 2016) – Ignite your creative **SPARK** this February as **Creativity for Kids®**, from the **Faber-Castell®** company, celebrates 40 years of discovery, fun and imagination at the **2016 North American International Toy Fair** in New York City.

*"When Creativity for Kids began in 1976, it was the first creative activity kit in the marketplace to really encourage and develop childhood creativity," said Jamie Gallagher, CEO of Faber-Castell® USA. "To see how these products have evolved and continue to inspire kids of all ages is something we're extremely proud of."*

Encouraging children's natural creativity has been the driving force behind the **Creativity for Kids®** product line for the past 40 years. The original Creative Art Bag debuted at the 1978 International Toy Fair in New York City. Its memorable burlap bag design held a treasure trove of materials that gave kids permission to explore their creativity without boundaries.

*"When you give a child the right tools and the freedom to discover, imagine and create, it's amazing to see what happens," said Phyllis Brody, Co-founder of Creativity for Kids®. "They innovate, problem solve, and ultimately have fun while learning skills that will prepare them for the future."*

A celebration of this scale wouldn't be complete without a few exciting surprises. Beyond the product there will be cake of a certain **TLC Cake Boss** caliber. Sunday, February 14<sup>th</sup> Cake Boss himself will drop by with a custom 40th anniversary cake for our owner Phyllis Brody. It's a surprise and an episode to air June 2016. In addition to **Creativity for Kids® 40<sup>th</sup> anniversary**, **Faber-Castell®** USA will be unveiling two new product lines: **CRAFTIVITY™** and **Spark!Lab™** Smithsonian.

**CRAFTIVITY™** is a first of its kind, offering eight unique, modern and cool craft activities for aspirational tweens and teens. These kits come in a variety of different projects that awaken the imagination and teach young trendsetters new techniques. No other craft brand gives girls quality components – not toys – to make lasting gifts, keepsakes or fashion items. Activities range from home décor to macramé to jewelry making and clothing design.

As the name suggests, the new **Spark!Lab™** Smithsonian product line aims to ignite a passion for learning through Science, Technology, Engineering, Art, and Math (STEAM). Inspired by the **Spark!Lab™** center at the **Smithsonian National Museum of American History** in Washington, D.C., where children learn the skills real inventors use, this product line brings the museum experience right to your home. Children can learn the process of invention and practice 21<sup>st</sup> century skills in a creative way.

There are many exciting new additions to the **Faber-Castell®** family this year. Along with the launch of the **Spark!Lab™** Smithsonian and **CRAFTIVITY™** product lines, **Creativity for Kids®** is introducing 10 new craft activity kits. **Faber-Castell®** Premium Children's Art Products has three new art kits and will unveil two new Paint by Number Museum Series at Toy Fair. See all of this year's newest products by joining **Faber-Castell®**

USA February 13-16, 2016, at booth #467 in the Jacob K. Javits Convention Center in New York for the North American International Toy Fair.

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#### **About the North American International Toy Fair**

Toy Fair is an annual trade show that is owned and operated by the Toy Industry Association (TIA), the not-for-profit trade association representing all businesses involved in creating and bringing toys and youth entertainment products to kids of all ages. For more information about the show, please visit [www.ToyFairNY.com](http://www.ToyFairNY.com). To learn about the Toy Industry Association, visit [www.ToyAssociation.org](http://www.ToyAssociation.org).

#### **About Faber-Castell®**

Faber-Castell® USA is headquartered in Cleveland, Ohio, and is part of the global network of Faber-Castell companies in countries such as Australia, Brazil and Malaysia. Faber-Castell was founded more than 250 years ago as a pencil manufacturer and today is known for its high-quality, professional art supplies and fine writing instruments and accessories. Faber-Castell is the leading provider of best quality creative experiences for a lifetime. Faber-Castell Children's brands include Creativity for Kids® ([CreativityforKids.com](http://CreativityforKids.com)) and Faber-Castell Premium Children's Art Products ([GreatArtStartsHere.com](http://GreatArtStartsHere.com)). For more information about Faber-Castell USA, go to [FaberCastell.com](http://FaberCastell.com). High-res photos are available.

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