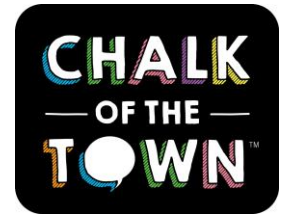


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SKIP THE EASTER BONNET AND ALL THE FRILLS UPON IT FOR ERASABLE FABRIC CHALKBOARD PATCH, TOTE & TEE

Dress Up The Kids And Fill Up The Easter Basket With Chalk Of The Town's Must-Have Goodies

New York, NY (February 14, 2020) – Move over marshmallow peeps. No need to fret about food allergies or a sugar rush. This year's Easter Basket can be filled with wholesome and interactive Chalk of the Town wearables. New for 2020 is the **Chalkboard Patch** (\$9.95). Kids ponder a sentiment then draw it with chalk markers. The next day they wipe it away with a wet cloth to make way for a fresh thought of the day.

“Kids have enough stuff,” wrote DailyMom.com last month, “but everyone loves a good craft project – especially one that can be repeated and hold all of your favorite things. With Chalk of the Town, both kids and adults can personalize this **Silver Heart Tote Bag (\$19.95)**, over and over again! Write a quote or a name, draw a fabulous design or a simple daily reminder. Change your mind? Wipe with a damp cloth and start all over.

Easter clothes shopping can be simplified with a one-of-a kind top that kids “write” themselves. **Chalk of the Town T-Shirt Kits** (\$29.95) are ideal for kids, teens, coeds and grownups. There's a size and style for everyone in the house. Kits come complete with a high-quality cotton T-shirt and water-based chalk markers.

Shop for customized gifts kids will want to draw, erase and repeat at Amazon or <https://www.chalk-of-the-town.com/>.

Chalk of the Town Patch • Ages 4+ • \$9.95

This round fabric patch is the perfect size and spot for a daily thought. Stick it on a laptop, bathroom mirror or book cover. The fabric patch can be sewn for a permanent place to cheer for the team or doodle a heartfelt sentiment.



Chalk of the Town T-Shirt Kits • Ages 4 to Adult • \$29.95

*Creative Child magazine 2019 Kids Product of the Year Award
Parents' Choice Award • Fall 2018*

Dream it. Draw it. Wear it. These cool kits include a soft 100% cotton T-shirt, 3 shapes include: a unicorn, speech bubble or heart and are offered in a range of colors. Pick the perfect Youth size from XS (2-4), S (6-8) and M (10-12) to L (14-16) and even XL (18-20). Adult sizes also available. The Tees are erasable, re-usable and machine washable. T-shirts can also be purchased without markers for \$18.

Chalk of the Town Tote Bag Kit • Ages 4 to Adult • \$19.95

Creative Child magazine 2019 Seal Of Excellence Award

“Each kit includes a 12 oz. cotton canvas bag, 2 chalk markers, and erasing cloth. So, have your child design their own tote bag for an occasion like Easter or to declare their favorite sport or which book they’re reading. It really cannot get any easier than this,” wrote DailyMom.com. Available in *Silver Heart* or in the *I’m Reading* tote, so bibliophiles can write a book title or genre on the chalkboard area.

ABOUT CHALK OF THE TOWN

Chalk of the Town is a company dedicated to getting customizable, personalized gifts in the hands of everyone. The company wants to foster innovation, creativity and fun interaction. The patent-pending washable chalkboard surface on the products allows anyone to design and style T-shirts, totes and patches with water-based chalk markers, instantly. Once the chalk marker ink is dry, the design won’t smudge but can be erased with a damp cloth to clear the chalkboard space for a new design. Simply draw, wear, erase and repeat!



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