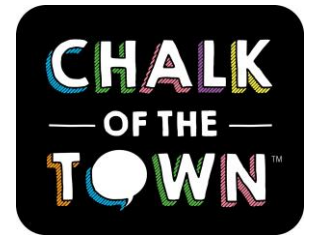


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WHAT'S ON KIDS' MINDS IN 2020? ERASABLE FABRIC CHALKBOARD PATCH, TOTE & TEE CONVEY THEIR THOUGHTS WITHOUT SAYING A WORD

*Stop By Toy Fair Booth 5219 To Discover How To Be Seen And Heard
With Chalk Of The Town's Clever Arts & Crafts Apparel*

New York, NY (February 14, 2020) – When the global toy community gathers in New York at the Jacob Javits Center, don't be surprised if play professionals silently jot down their feelings using erasable colored markers inside a circle. That's because Chalk of the Town (Booth 5219) will be introducing their **Chalkboard Patch** (\$9.95). Think of it as the 2020 thought bubble. Ponder a sentiment then draw it with chalk markers. The next day, wipe it away with a wet cloth to make way for a new message for all to see.



The concept is catching on with consumers. Retailers at Toy Fair looking for the next-big-thing will be delighted to learn that Chalk of the Town's Holiday 2019 sales were up an astonishing 400% over the same period the year before. Kids and adults adore the creative chalkboard surface that encourages creativity while boosting confidence. All products – t-shirts, totes and patches -- are erasable and reusable.

In the Beginning

Sondra Mansfield, the mompreneur behind this clever product line of customizable, personalized gifts, has always been crafty. When she noticed chalkboard surfaces trending in interior design, a light bulb turned on to put a chalkboard on a shirt to let kids create a new shirt every day.

As a mother herself, the product designer made certain the shirts were durable and machine washable. She expanded her line last year with the **Chalk of the Town Tote Bag Kit** (\$19.95) after a successful launch of her **Chalk of the Town T-Shirt Kits** (\$29.95). The kits became must-haves for kids, teens, coeds and adults. New for 2020 is the **Chalkboard Patch** that sticks to a lunchbox or can be sewn onto denim, a hat or a backpack.

Kits come complete with a high-quality cotton T-shirt or tote bag and water-based chalk markers. All ages can draw free-hand to decorate or use one of Chalk of the Town's original custom stencils – designed and manufactured in the USA. Once dry, the just-drawn designs won't smear. Shop for customized gifts kids will want to draw, erase and repeat at Amazon or <https://www.chalk-of-the-town.com/>.

New! Chalk of the Town Patch • Ages 7+ • \$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 Tote Bag Kit • Ages 4 to Adult • \$19.95

Creative Child magazine 2019 Seal Of Excellence Award

Both kids and adults can personalize this tote bag – over and over again! Draw a fabulous design, decorate with your name or simply write a shopping list. Change your mind? Wipe with a damp cloth and draw again.

Available in silver heart or in the *I'm Reading* tote, so bibliophiles can write a book title or genre on the chalkboard area. Each kit includes the tote, 2 water-based chalk markers and a wiping cloth.



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

Parents' Choice Award • Fall 2018

Creative Child magazine 2019 Kids Product of the Year Award

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 size from XS (2-4), S (6-8) and M (10-12) to L (14-16) and even XL (18-20). The tees are erasable, re-usable and machine washable. T-shirts can also be purchased separately for \$18.



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 and totes 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!

To keep up with what's trending, follow them on social media channels Facebook, Twitter and Instagram. Facebook and Instagram @MyChalkOfTheTown, Twitter @ChalkOfTheTownT. Buy or learn more at <https://www.chalk-of-the-town.com/>.