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FOR IMMEDIATE RELEASE

FABER-CASTELL® TO KICK OFF 2017 WITH OVER 28 NEW PRODUCTS
***Creativity for Kids®*, *Premium Children's Art Products* and**
CRAFTIVITY® to exhibit at NY Toy Fair

CLEVELAND, Ohio (February 1, 2017) –Faber-Castell USA is prepared to feed the senses through creativity at this year's North American International Toy Fair in New York City.

Over 28 new products are set to debut amongst its brands Creativity for Kids®, Faber-Castell Premium Children's Art Products, and CRAFTIVITY®, all with a central theme: creativity feeds the senses.

With products like **Aquarium Terrarium** (Creativity for Kids), **Do Art Fizzy Paint Mix & Make** (Premium Children's Art Products), and **Cherry Blossom Lights** (CRAFTIVITY), children (and adults!) are sure to experience the five senses in full, combined with the high-quality materials the company is world-renowned for.

"Creativity is connected to all of our innate senses: sight, touch, taste, smell and sound, along with a spark of intuition," said Jamie Gallagher, CEO of Faber-Castell USA. "As adults, it is our responsibility to cultivate children's innate nature for innovation so that they can exercise their creativity in all aspects of their lives as they develop physically, and most importantly, mentally."

The brand's innovative line for tweens, CRAFTIVITY, also took inspiration from the emerging trend of wearable aromatherapy. **Aromatherapy Jewelry** products, set to arrive in-stores this fall, are comprised of various aromatherapy jewelry kits including **Lovely Lockets** and **Chic Cuffs**. All of the kits include three essential oils: wild orange, peppermint and lavender, with materials for tweens to create their own jewelry combinations.

Join Faber-Castell® for the unveiling of CRAFTIVITY Aromatherapy Jewelry as well as a display of their classic art and craft favorites February 18-21, 2017, at booth #469 in the Jacob K. Javits Convention Center in New York.

About the 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. To learn about the Toy Industry Association, visit 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) and Faber-Castell Premium Children's Art Products (GreatArtStartsHere.com). For more information about Faber-Castell USA, go to FaberCastell.com. High-res photos are available.

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