

## For Faber-Castell, Creativity is for Life

*Company to focus on enriching lives through creativity and self-expression*

Cleveland, OH (February 15, 2018) – To kick-off the new year, Faber-Castell® USA announces the launch of 13 new products from their premium-quality arts and crafts brands for children. The products will be exhibited at this year’s North American International Toy Fair in New York City, February 17-20, and will feature a sneak peek of their 2018 holiday craft kits.

The new collections highlight the importance of enriching lives through creativity and self-expression.

“We often think about creativity as making something, but in fact the root meaning of the word means ‘to grow,’” said Jamie Gallagher, CEO of Faber-Castell USA. “It is our responsibility to ensure that children feel confident creating. This creative confidence lasts through the rest of their lives, helping them make better decisions and offering them positive impacts on their overall health and well-being.”

With new products like **Sequin Pets: Happy the Hedgehog**, **My Story Dolls** and **Do Art Coloring with Clay**, each product aims to inspire creativity and to allow for mindful crafting, self-expression and/or pretend play. Mindful Crafting is like “yoga for the brain.” It’s a great way to focus, relax and de-stress.

Creativity for Kids®	Story/Theme
<b>Happy the Hedgehog</b>	Sensory/Tactile, Mindful Crafting, Decrease Anxiety, Pretend Play
<b>Create with Clay Dinosaurs</b>	Sensory/Tactile, Mindfulness, Pretend Play
<b>My Story Dolls</b>	Storytelling, Confidence Building, Self-Expression, Pretend Play
<b>Camp Crafts</b>	Mindfulness, Storytelling, Pretend Play, Classic Crafts
<b>Shadow Puppets Theater</b>	Storytelling, Confidence Building, Self-Expression, Pretend Play, Classic Crafts
<b>Fun Furry Masks</b>	Pretend Play, Storytelling, Playtime
<b>Mermaid Tail Jewelry Maker</b>	Self-Expression, Confidence Building
<b>Designed By You Hair Bow Maker</b>	Self-Expression, Confidence Building
<b>Design &amp; Paint Boho Bag</b>	Self-Expression, Confidence Building
<b>Tropical Spa</b>	Self-Expression, Confidence Building
Faber-Castell® Premium Children’s Art Products	Story/Theme
<b>Do Art 3D Sand Painting</b>	Storytelling, Confidence Building, Self-Expression, Pretend Play
<b>Do Art Coloring with Clay</b>	Storytelling, Confidence Building, Self-Expression, Pretend Play
<b>Color &amp; Learn Alphabet Flash Cards</b>	Storytelling, Self-Expression, Confidence Building, Language Building

“We ensure all of our children’s arts & crafts products allow for exceptional quality because it sets the foundation for a love of creating and making,” said Heather Lambert-Shemo, director of marketing of children's brands. “At Toy Fair, we will also feature the Faber-Castell Creative Studio and Design Memory Craft product lines to highlight the power of parent and child sharing creative experiences, together.”

Join Faber-Castell® for the unveiling of their new 2018 spring and holiday line as well as a display of their classic art and craft favorites February 17-20, 2018, at booth #449 in the Jacob K. Javits Convention Center in New York.

For more information, visit [www.fabercastell.com](http://www.fabercastell.com).

#### **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](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 255 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.