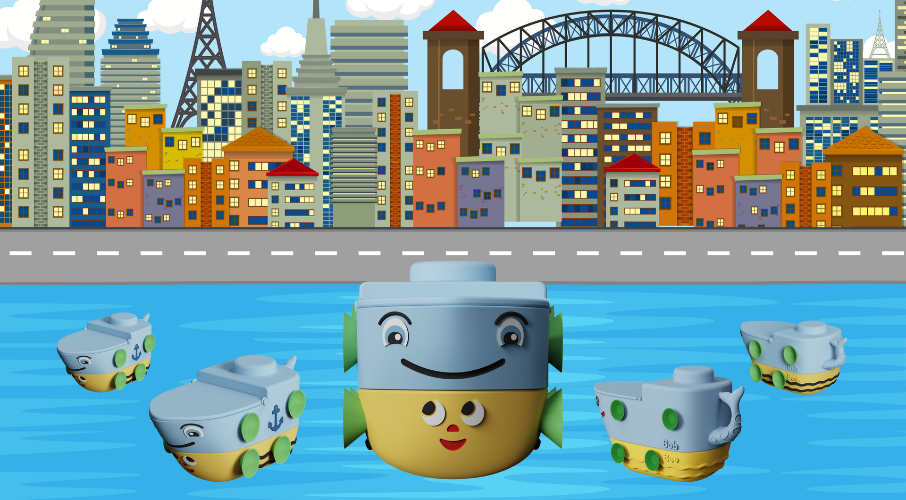
**Saturday, Sept. 30, 2023**

**TOY FAIR INVITATION**

**New York Toy Fair is the debut of**  

**The first toy from the newly established Griddly Kids division of Griddly, Inc.**

**Javits Center Booth #6235**



**You’re Invited!**

**“Cruise” By Griddly Kids’ Booth #6235 at the New York Toy Fair**

**On Saturday, Sept. 30th from 3:00-5:00pm**

**to meet BobBee, the amazing new water toy,**

**and enjoy a "splash" of a Canadian spirited refreshment**

**(special imports from our Vancouver headquarters)**

**(If you've never tried ice wine, now is your chance)**

**Relax at the end of your busy first day of Toy Fair.**

**See a demonstration of BobBee as presented by the Griddly Kids’ Captain Reisa Schwartzman**

[**RSVP Here**](https://track.robly.com/1e257088-330e-4111-ba4e-7d4061dfefac3d06c406b0f5b916e937b6d70529fbd6)



**The newly established toy division of Griddly, Inc., Griddly Kids, launches the debut of BobBee**

**BobBee is the water toy that is three boats in one:**

**Bob and Bee… and BobBee**

**The new water craft is the toy development brainchild of Schwartzman with contributions from the architects, engineers, designers and development team from** [**The Cape Group**](https://capegroup.ca/)**, one of Vancouver’s top property development companies, plus Griddly’s University Research Project.**

**As the story goes,**

* **Bob is a barge with heavy load and strong capabilities, but with slow, steady movement.**
* **Bee is a smaller, agile, and quicker boat.**
* **Together (literally fitting two toys together) BobBee is a strong and swift channeling vessel of fun.**

**BobBee is the best of the best from all parties in product development.**

**From the soft, safe, durable silicone materials and advanced buoyancy engineering, to the child development social-emotional facial expressions and storyline, and play experts accessory additions,**

**BobBee is one of the most sophisticated water toys invented!**

**To discover more about Griddly, please visit** [***www.griddlykids.ca***](http://www.griddlykids.ca) and follow on social media platforms: [**Facebook**](https://www.facebook.com/griddlykids), [**Instagram**](https://www.instagram.com/griddlykids/)and [**YouTube**](https://www.youtube.com/user/GriddlyGamesCAN).

If you are attending the NY Toy Fair and would like to schedule a press info session with us about all of the Griddly products, including BobBee, please reach out to our PR guys by email: [**greg@walshpr.com**](mailto:greg@walshpr.com) or phone: **203-216-6101**

Find our full press kit here:

