



NEWS

For Immediate Release

Source: IAmElemental

IAmElemental Reveals Newest Female Superhero: Wisdom Warrior Core Power Figure

Toy of the Year Finalist Advances its Award-Winning Product Line with STEM-Inspired 6.5” Female Action Figure, Develops TV Series with The Jim Henson Company

NEW YORK – February 16, 2018 – Female action figure pioneers IAmElemental today revealed the company's newest action figure. To view the Series 2/Wisdom Warrior Core Power Figure, visit <http://www.iamelemental.com>.

IAmElemental created the toy industry’s first female action figures designed specifically for children. The strong, healthy female figures invite girls and boys to develop their character by playing with “The Elements of Power.” The company’s Series 1/Courage figures, modeled on Joan of Arc, were launched on Kickstarter to worldwide acclaim in 2014. Series 2/Wisdom followed in 2016, with ancient Alexandrian STEM pioneer Hypatia as the muse.

Series 2/Wisdom includes seven 4” articulated figures: Creativity, Ingenuity, Curiosity, Logic, Exploration, Mastery and Oblivion. The series culminates in the release of the 6.5” Wisdom Warrior Core Power figure, which is a fusion of all Elements in the series.

“We are so proud of IAmElemental’s newest addition, the Wisdom Warrior Core Power figure. Like the Elements of Power before her, she is a strong, healthy female figure, carefully designed and engineered to encourage imaginative fun,” said IAmElemental’s Chief Elemental Officer, Julie Kerwin. “Our Wisdom Warrior is inspired by ancient Greek, Roman and Egyptian warriors. She also celebrates the decidedly human superpowers embodied in modern superheroes like Gal Gadot's Wonder Woman and Kelly Marie Tran's Rose in *Star Wars: Episode VIII -- The Last Jedi*.”

The Wisdom Warrior Core Power Figure features more than 30 points of articulation and includes removable accessories including a helmet, armor, powerful bow and arrow, and Wisdom shield. The figure will retail for \$24.99.

IAmElemental was named a 2017 Toy of the Year finalist by the Toy Industry Association in the Rookie of the Year and Action Figure of the Year categories for its Series 1/Courage figures. Its Series 2/Wisdom figures are finalists for 2018 Toy of the Year in the Action Figure category. In November 2017, the company announced a partnership with The Jim Henson Company to develop a new animated children’s television series based on its popular female action figures.

For more information, visit <http://www.IAmElemental.com/retailers>, call (800) 274-8282, or visit Booth #5207 at the 2018 North American International Toy Fair.

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About IAmElemental: New York City-based IAmElemental is a privately held toy company creating the first-ever female action figures designed specifically for girls (and boys!). Founded in 2013, the company conducted a Kickstarter campaign in 2014 which was fully funded in two days, drawing backers from all 50 states and six continents, and was named by TIME Magazine as one of the “25 Best Inventions of 2014” and “Top 10 Toys of 2014.” “If you give a girl a different toy, she will tell a different story”; “Play with power”; “It’s character, not characters”; “Shared, everyone's powers grow stronger”; and “We have Superpowers. Want some?” are trademarks of IAmElemental. For more information, visit <http://www.IAmElemental.com>, Twitter: [@IAmElementalToy](https://twitter.com/IAmElementalToy), Facebook: [IAmElementalToy](https://www.facebook.com/IAmElementalToy), Instagram: [IAmElementalToy](https://www.instagram.com/IAmElementalToy).

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