



PRESS RELEASE

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Light Blazers Shine for Wild Republic

Twinsburg, OH - (January 26, 2016) - The Choice is Yours! New Light Blazers are lighting a path of success at Toy Fair 2016 for Wild Republic. With over 80,000 different combinations, Light Blazers are one of the company's most user-original toys ever.

Light Blazers are new light-up sabers that come with six different accessories in dozens of styles and three different light color options. With so many variables, there are tens of thousands different combinations, making the product a basic one-of-a-kind custom-made product. Rarely will two people ever create the exact same Light Blazer.

To add to the excitement, Wild Republic makes its Light Blazers available as experiential fun for the consumer too. Available to retailers in a spectacular self-contained display unit, all of the accessories are available for a customer to pick and choose, and re-choose, every option as they assemble an original Light Blazer. A circle tray with six stations guides users through assembly with easy to follow instructions at each station. Anyone and everyone can experiment with colors and designs until he or she arrives at the perfect personalized light blazer. Simply move from station one through six, choosing and assembling favorite components.

After purchase the Light Blazer is an interactive action item with role play options that are only limited to a child's imagination.

Light Blazers are just one of the many new products from Wild Republic in 2016.

Vishnu Chandran, President of Wild Republic, said, "Wild Republic has been sparking children's imaginations and making learning fun since 1979. Wild Republic is the natural choice for young explorers everywhere as we help educate children about the beauty and wonders of nature through creative play."

The brands' consumer website is located at www.wildrepublic.com. For the most up to the minute information about Wild Republic, please join its social media presence at: [Twitter](#), [Facebook](#), [Pinterest](#) and [YouTube](#).

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