



FOR IMMEDIATE RELEASE

Media Contact:

Emily Feliberty

212-343-6544

publicity@klutz.com

Toy Fair Booth #347, Level 3

(Enter through the 400 aisle)

KLUTZ® (BOOTH #347) CELEBRATES 40th ANNIVERSARY AT TOY FAIR 2017

New York City, NY (February 6, 2017) – Klutz, the creator of premium book-based activity kits for kids, is celebrating its 40th anniversary at the American International Toy Fair on February 18-21, 2017 in New York City, Booth #347. Over the last 40 years, Klutz has offered a wide variety of activity kits bursting with a unique combination of crystal-clear instructions, custom tools and materials, and chock-full of project ideas to kick-start creativity. The brand recently announced the launch of Klutz Jr., a new line of book and craft kits that inspire little makers, ages four and up.

“We are delighted to reach this milestone,” says Klutz SVP and GM Stacy Lellos. “Just this week, Scholastic’s [*Kids & Family Reading Report™, 6th Edition*](#) revealed 78% of parents with kids 6–17 wish their child would do more things that did not involve screen time. After 40 years, Klutz continues to relentlessly innovate on trends in the market to deliver those quality, unplugged experiences that inspire creativity in every kid. We are thrilled to celebrate our 40th anniversary by presenting 25 new hands-on activity kits, including four all-new kits in the recently announced Klutz Jr. line.”

Join Klutz at the American International Toy Fair, Booth #347, Level 3 on Saturday, February 18 at 2pm for celebratory cake and a sneak preview of the 25 new book-based activity kits releasing throughout this momentous year.

Klutz SVP and General Manager, Stacy Lellos, will be available for interviews throughout Toy Fair 2017. To set up an interview with Stacy, or to schedule an appointment to learn more about Klutz, please contact Emily Feliberty at publicity@klutz.com or stop by booth #347 (enter via the 400 aisle).

Some of the highlights of the products that will be shown at Toy Fair 2017 include:

[Make Your Own Soap](#)

\$21.99 – February 2017

Making soap has never been this easy! Klutz brings you a complete kit for melting and molding up to ten soaps from scratch. With the included soap molds, bright color tablets, coconut papaya fragrance, soap stickers, and skin-safe glitter, you’ll be well on your way to being squeaky-clean in no time. Plus, while you’re waiting for your signature soap to harden, you’ll enjoy the added soap-based science experiments you can do right in your own kitchen. It’s 100% Klutz certified, good, clean fun. (Ages 6 and up)

[Circuit Clay](#) *The Easiest Way to Learn About Electricity*

\$21.99 – February 2017

Learning electricity is easy when you make clay creations that glow! Use our special conductive and insulating clay to make a sculpture, add LEDs, attach a battery pack, and watch your clay circuit light up. With more than 15 projects to choose from, including a robot, a UFO, a dragon, and much more, *Circuit Clay* will surely spark your interest with a positive charge of creativity! (Ages 6 and up)

[Sew Mini Animals](#) *More than 12 Animal Plushies to Stitch and Stuff*

\$21.99 – January 2017

Stitch and stuff an assortment of fuzzy animals from felt! These mini plushies deliver full-sized fun, and everything you need is included to make up to 14 animals, with extra accessories like hats, bows, and glasses to personalize them. We must admit, they rate pretty highly on the “look-what-I-made” scale of satisfaction. (Ages 8 and up)

[Harry Potter Paper Flyers](#)

\$19.99, January 2017

Let the magic begin when you soar through the skies of the wizarding world. This kit lets you build and fly paper crafts of

your favorite characters from the Harry Potter films—including Harry Potter, Draco Malfoy, Hedwig the Snowy Owl, a Golden Snitch, dragons, and more. With 11 beautifully illustrated magical flyers and step-by-step instructions, *Harry Potter Paper Flyers* is sure to be spellbinding. (Ages 8 and up)

Klutz Jr. My Egg Carton Animals

\$12.99 – Available Now

Children’s imaginations run wild as they transform egg cartons into six barnyard animals. Specially made egg cartons tear apart and glue easily. Fun animal facts throughout the book give an added giggle as kids paint and add googly eyes, cotton balls, and precut accessories to make their very own farm animal friends. (Ages 4 and up)

Klutz Jr. My Clay Critters

\$14.99 – Available Now

Made especially for little hands learning fine-motor skills, this book and craft kit is ready for kids to dive right in and make ten adorable ocean critters. With 6 colors of air-dry clay, a special shaping tool, and colorful precut and custom pieces, kids can follow simple step-by-step instructions to create their own underwater adventures. (Ages 4 and up)

Punch Yarn Pillow

\$24.99, August 2017

Craft your very own decorative pillow with Klutz! Choose from eight fun designs, and then use our yarn and custom punch-needle tool to create a super-soft pillow top. Add stuffing, sew it up, and you’re done! The book comes with everything you need for this craft, including crystal-clear, step-by-step instructions to put together your perfect pillow. (Ages 8 and up)

Make Your Own Bath Bombs

\$21.99, August 2017

It’s time to transform your bath with fizzy bubbles, fun color, and a fantastic fragrance. With this kit, you’ll learn the science behind creating the perfect fizz and make up to 12 colorful bath bombs in five different shapes—right in your own kitchen. Then dunk them in a bathtub full of water to release the sensational strawberry kiwi scent. So sit back, relax, and settle in for a good soak! (Ages 6 and up)

LEGO® NINJAGO®: How to Draw Ninja, Villains, and More!

\$16.99, August 2017

Escape from your everyday life and learn how to draw your favorite characters from the world of LEGO NINJAGO® with this step-by-step tutorial. Train your fingers with beginner-friendly draw-in-the-blank pages, tracing activities, and easy inking and coloring practice sections. Then, practice artist-approved techniques to sketch, ink, and color right inside the book, using the included mechanical pencil, black marker, block eraser, and colored pencils. With the proper training, you’ll master drawing your favorite ninjas, villains, and more. (Ages 8 and up)

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LEGO® Make Your Own Movie 100% official LEGO® Guide to Stop-Motion Animation

\$24.99, August 2017

Lights . . . camera . . . action! Bring your LEGO minifigures to life with this beginner-friendly guide to stop-motion animation. Ten “Mini Movies” walk you through using your phone, tablet, or computer to make short, funny clips with step-by-step instructions. Set the stage with any of the six included background settings and 36 LEGO elements including a pizza, banana, baseball cap, six minifigure heads, and more! Plus, learn the tricks of the trade as you dive into more advanced skills, such as lighting, sound effects, and camera angles. With these tips and tricks, every movie you make is guaranteed to be a successful smash hit. (Ages 8 and up)

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Klutz Jr. My Pom-Pom Pet Shop

\$14.99, September 2017

With this kit, kids can create ten of their own fuzzy friends using pre-made pom-poms, paper punch-outs, and glue. Then they can assemble their own pet carrier to transport their critters. Altogether it’s everything you need to make a pom-pom pet shop—no food, walks, or house-training required. (Ages 4 and up)

Klutz Jr. My Little Night Light

\$19.99, September 2017

Kids won't be afraid of the dark after making their very own night-light. This DIY night-light kit comes with four different backgrounds, five landscapes, and over 50 punch-outs that can be mixed and matched to create 3D scenes that glow at night. It's surely a dream come true!

3 AAA batteries not included. (Ages 4 and up)

About Klutz®

Founded in 1977, Klutz has been engaging kids for decades with more than 110 million copies of its activity products in print, including such popular and award-winning kits as *Cat's Cradle®*, *Face Painting*, *Juggling for the Complete Klutz*, and *The Klutz Book of Paper Airplanes*. Klutz's unique combination of crystal-clear instructions, custom tools and materials, and hearty helpings of humor has kick-started creativity everywhere. Klutz is an imprint of Scholastic, the world's largest publisher and distributor of children's books. For more information, please visit www.klutz.com and <http://mediaroom.scholastic.com/klutz>. Follow Klutz on Twitter [@KlutzBooks](https://twitter.com/KlutzBooks), on [Facebook](https://www.facebook.com/KlutzBooks), on [Instagram](https://www.instagram.com/KlutzBooks), on [YouTube](https://www.youtube.com/KlutzBooks), and on [Pinterest](https://www.pinterest.com/KlutzBooks).

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