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**IMMEDIATE RELEASE**

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## Mudpuppy Previews Fall Products at Toy Fair 2018



For over 30 years, Mudpuppy has designed and produced engaging toys that facilitate creativity and artistic play. With over 200 award-winning titles, our mission every season is to provide children with new and innovative, “unplugged” toy formats for imaginative fun and creative exploration. At Toy Fair 2018 in New York City (February 17-20), we will preview new formats for Fall. We are thrilled to launch our new **Bag of Magic**, perfect for beginner magicians ages 6+. The whole family will be amazed by over 15 tricks, including mystifying cups and balls, multiplying rabbits, and the levitating wand! Also included is a magician’s booklet with illustrations and easy-to-follow steps for each trick. The set is packaged in Mudpuppy’s signature 100% cotton bag with drawstring for easy storage and transport.

Following the huge success of our **Little Feminist Board Book Set**, next in the series is **Little Scientist**, featuring colorful illustrations that introduce youngsters to Isaac Newton, Jane Goodall, George Washington Carver, and many more!

We’re also adding even more travel-friendly games to our line with new **Guessing Games** and **Road Trip Bingo**, perfect for fun on the go. And as always, each season we introduce more of the innovative puzzle formats that you’ve come to expect from Mudpuppy. Our fall list will include adorably illustrated **4 Layer Wood Puzzles** and colorfully quirky **Mix & Match Puzzles to Go**.

If you are attending Toy Fair, please stop by the **Mudpuppy Booth #6404** to see our exciting assortment of new formats for children to unplug and engage their imagination and creativity. Or simply contact Steven Scott for more information. [mudpuppy.com](http://mudpuppy.com)



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### About Galison & Mudpuppy

Founded in 1979, Galison is a New York-based company that creates stationery and gift products that bring art to people's lives. Part of the McEvoy Group, Galison includes Mudpuppy, the award-winning children's toy brand, Galison Private Label custom division, and Christian Lacroix Paris. Galison began its business working with museums to make artist imagery widely available in the form of well-designed paper products. In early years the company published calendars and a few books before focusing primarily on fine art stationery. Today Galison has a broad approach with the mission of creating stationery and gifts that bring art into people's lives. Similarly, Mudpuppy produces engaging toys and activities that facilitate creativity and artistic play. Both Galison and Mudpuppy products are sold online at [www.galison.com](http://www.galison.com) and at retailers such as Barnes & Noble, Amazon, and specialty and independent stores everywhere.

