

CONTACT: KidStuff Public Relations
Lisa Orman • 608-575-1323
Lisa@KidStuffPR.com



TAKE THE TOY FAIR CHALLENGE: AS YOU ROAM, LOOK FOR THE GNOME WITH THE TINY SUITCASE!

*Busy Families Are Creating Memories By Experiencing Short But Meaningful
Adventures Into Busy Schedules With My Gnome On The Roam® --
Discover How At Booth 6649*

Madison, TN (September 19, 2023) – Toy Fair 2023 is reimagining play for a new day. As retailers roam the aisles of Javits Center, they are on the hunt for something that sparks joy and is in stock now. A gnome in need of a home may just be the thing – unexpected, full of adventure, with a packed suitcase for kids to behold -- including a magical writing tool! **My Gnome On The Roam Adventure and Creativity Kit** (\$39) is one of several items for a parent to explore with their child, especially when together-time is limited. See for yourself at **Level 1 Exhibit Hall Booth 6649**.



“My clients are going crazy for this concept,” boasted Lombard, IL retailer Fairy Tale, Inc. Echoed Orlando, FL shopkeeper Maffrey’s, “The packaging is awesome, the quality is great. We haven’t had them long and had to do a reorder and decided to add new product” from the collection.

CNN took note of the Kit that arrives in a little suitcase and included it in its 2023 *essentials every family needs for a successful spring break* story. “The My Gnome On The Roam Family Adventure and Creativity Kit can help your entire family create lasting memories during spring break. This kit includes an award-winning children’s book, a gnome for the kids to decorate, an adventure journal and a magical wooden pen. After decorating the gnome and planning out your adventures, the family adventure kit helps kids document their travels and learn how to share stories in a fun and imaginative way.”

It’s not just travels but everyday living that makes roaming with a gnome ideal. Responding to all of today’s buzz words in the toy field, from MESH (Mental Emotional Social Health) and SEL (Social Emotional Learning) and STEAM to DIY and Inclusion, My Gnome on the Roam® is a brand of toys, books and tools that help busy families create adventures and capture the memories of those adventures.

“Each product, from a Gnome Home Kit to Adventure Cards, is designed to help families make the most of their travels as well as their everyday adventures,” explains Anne Armstrong, My Gnome On The Roam creator and veteran middle school teacher. “The journey begins as families adopt and design their DIY gnome...a mascot who isn’t just a piece of art, but a member of the family who joins them for their adventures. We even offer an online adoption certificate to make it official!”

“My Gnome on the Roam is a remarkable MESH brand that specializes in social and emotional learning,” Armstrong continued. “With a focus on building connections, exploration, creativity, and contribution, our brand offers an incredible range of experiences. Through captivating app adventures, the art of journaling, and

the chance to customize DIY gnome mascots, families engage in screen-free activities that deepen relationships, inspire gratitude, and spark curiosity and self-awareness.

Since the gnome made its first appearance, the toy industry has taken note and awarded the customizable collection a shelf full of awards! They include *The National Parenting Center*, *Creative Child*, *Academic's Choice* and more. The App won its own *Educational App Store Certified* seal.

A member of Oprah's inner circle may have said it best when New York Times best-selling author, Dr. Shefali Tsabery stated, "My Gnome On The Roam is a wonderful way for parents and kids to connect and have adventures of the heart and soul." Dr. Tsabery has the distinction of being Oprah's parenting expert and author of *Conscious Parenting*.

Parents, grandparents and favorite aunts wholeheartedly agree when they type their online comments on amazon and at <https://mygnomeontheroam.com/>:

Wow, What an AMAZINGLY fun and different interactive approach to reading, writing, art, and making believe! A gift that will make forever memories!

This is a truly magical, love-inspired gift that will create an amazing opportunity to bond with your kids. My kids adore imaginative play, and this little gnome is now their favorite story. Through him, we are traveling the world, having fun adventures, exploring how we feel and see the world and the people and creatures in it. I highly recommend this product. It's also a great gift - my nieces and nephews love theirs as well!

"My Gnome on the Roam helps me be present every blinking moment. For me, becoming aware of how to take advantage of these little pockets of time that might otherwise be wasted' is revolutionary solution. I don't have to try to make extra time or feel bad when I'm already overwhelmed. I can just focus on what I do have."

Look for these award-winning products at neighborhood specialty shops in addition to Whole Foods, mygnomeontheroam.com and amazon. Each of these toys and tools happily encourage families to slow down, even for 15 minutes, and enjoy an interactive adventure. All items are in stock and ready to ship!

Gnome In His/Her Home • \$14.99 • All Ages

This packed kit includes gnome, award winning book which can also be colored, journal and twig pen (or colored pencils). Kids can journal about their adventures as it promotes writing and creates memories.

Once written, youngsters may share adventures with other Adventurers around the world using My Gnome On The Roam's social media community.

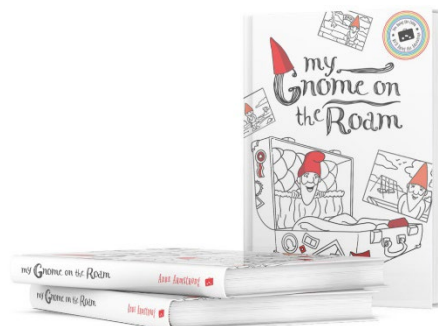


My Gnome On The Roam: An Artist's Adventure Book • \$17.99 • All Ages

This book is not just a story, but a work of art in itself. It invites each reader to create their own special works of art and encourages beautiful messes.

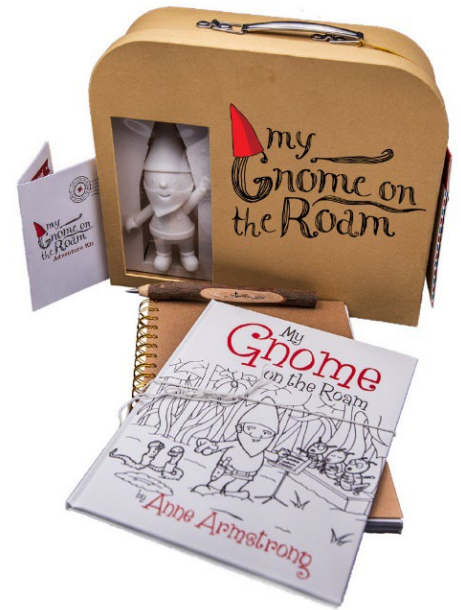
My Gnome On The Roam Book • \$17.99 • All Ages

While this story is an adventure, the book is an adventure of its own. Each reader brings their own unique color and design to each illustration with their own original style.



Adventure And Creativity Kit • \$39 • All Ages

How adorable is this? This award-winning kit features Gnome (to be named by its human) in his (or her) home. Kids are encouraged to adopt and design the Gnome/family mascot/adventure companion. It's a marvelous method to get families together to create, connect and explore together. The results are meaningful connections. Download the app for daily suggestions to spend 15 minutes together as a family, creating special memories.



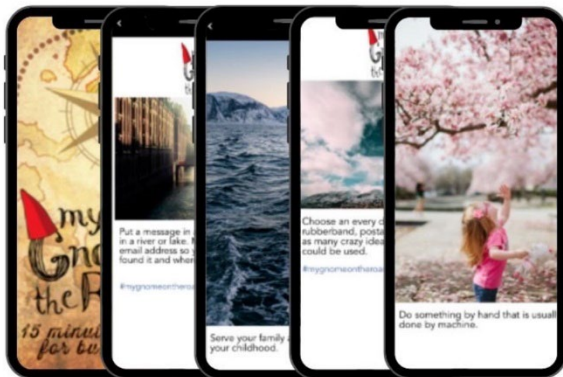
On The Roam Adventure Cards • \$9.97 • All Ages



Here is an imaginative way for families to create adventures when they are “on the roam” in airports, hotels, museums and on road trips. Each card suggests free or inexpensive ideas. The deck can be easily packed in a purse or backpack for easy retrieval.

My Gnome on the Roam

15-Minute Adventure Ideas for Every Day of the Week:



Make it Monday - Tell Me Tuesday - Wanderlust Wednesday - Thro Thursday - Freaky Friday - Saturdazzleday - Soul Food Sunday

My Gnome On The Roam App • \$4.99 monthly subscription (free one-week trial)

One tap gives you a daily idea. Each idea is stored in the app history ... which quickly becomes a library filled with 15-minute adventure ideas for every day of the week: Make it Monday, Tell Me Tuesday, Wanderlust Wednesday, Throwback Thursday, Freaky Friday, Saturdazzleday and Soul Food Sunday. What are you waiting for? Adventure awaits...

My Gnome On The Roam is not just for kids. One Vanderbilt University professor incorporates the mythical gnomes in a college level course as Education majors travel abroad. It's a big hit on Vandy social media channels. When at Toy Fair, ask creator Anne Armstrong at Booth 6649 how college students use their gnomes.

Where is the Gnome today? Look on social media channels Facebook, YouTube, TikTok, Instagram, Pinterest and Twitter for clues.

ABOUT MY GNOME ON THE ROAM

This premium brand of educational toys and experiences for all ages including adults help busy families create adventures and make memories, even in small pockets of time. All award-winning products are screen free ways to create and explore, connect and contribute to the world around them. Each gnome is an adventure mascot that families design and personalize. No two will ever be the same, creating a true sense of inclusion. Discover more at <https://mygnomeontheroam.com/>.