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FOR IMMEDIATE RELEASE

## **KAPOW! SAVVi Releases New Marvel Super Hero Products for NYTF**

**TUCSON, Ariz. – Feb. 18 2019** – Marvel Super Hero Adventures is joining SAVVi’s product lineup and will be featured at the 2019 New York Toy Fair, Feb. 16 through Feb. 19. This new line of Marvel Super Hero products will include temporary tattoos, sticker kits, art kits and more. The collection is geared toward kids ages three to five and will feature characters including the Black Panther, Hulk, Spider Man, Black Widow and Groot.

“We are eager to introduce Marvel Super Heroes to young children with products they already know and love,” said Samantha Williams, License Director. “Parents will love to share their favorite super heroes with their children through creative, engaging outlets like coloring and painting.”

SAVVI’s Marvel Super Heroes sticker collection includes foam stickers, 3D crystal stickers with a puzzle sheet, glow-in-the-dark stickers and a sticker kit with eight sticker scenes. Children will love to decorate with their favorite Marvel Super Heroes using SAVVi’s new line of stickers. In addition to stickers, SAVVi’s Marvel Super Heroes collection will include an art kit featuring 10 paint sheets, five ColorUps®, three Magic Art Scratchers® and four markers. Other products will include art scratchers and temporary tattoos.

SAVVi will also feature products from its Nickelodeon, PEEPs and Hasbro license offerings at the 2019 New York Toy Fair. Team up with the Super Heroes from Marvel and check out booth 681 to see our newest licensed product offering at the New York Toy Fair.

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**At SAVVi, we have been creating children’s products that encourage imaginative play since 1989. Well over 2 billion products have been produced and sold since 1989. As we continue to move forward in our Tucson, Arizona headquarters, 100 percent of our products continue to be proudly imagineered and designed in-house, while the majority of these are also American Made. Featuring today’s most popular media properties and newest technologies, our time-honored toys and play activities foster creativity and provide children with engaging and fun recreational learning.**

**PLAY SAVVI**

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