



## PlayMonster™ Grows My Fairy Garden® Line for 2017

### New Plant, Grow, Play Set Featuring Magical Message Beans to be Showcased During New York Toy Fair

February 18, 2017 — BELOIT, Wis. – PlayMonster LLC plants a new seed in its popular *My Fairy Garden*® line, as an all-new theme and plant life are revealed during North American International Toy Fair in New York, February 18–21, 2017 at booth #435.

*My Fairy Garden* is the first of its kind: a toy that’s also a real, live garden! Children love kits that allow them to grow plants at home; it gives them a connection to nature and a sense of satisfaction at having nurtured a living thing. *My Fairy Garden* takes it to a new, exciting level by allowing children to interact with it as part of an enchanting play set!

The new addition to the line, *Bean Blossom*, is a brightly-colored watering can and includes soil and beans to grow plants inside the top area! And what children grow is magical—it’s a plant with a message! The beans have words on them that appear in the greenery when the plant sprouts and grows tall along the trellis! Children’s beans could have messages such as DREAM, SMILE, AMAZING, and more.

As children grow their plant, they can also play in their fairy world! The set includes Misty, a beautiful fairy, and her frog friend FiFi. Misty can sit on the included swing, or she can tend to her plant with the included gardening tool. The watering can also features a door that opens to a small hidden room for the fairy to play in!

This new grow-and-play set is designed for ages 4 and up. It’s a great entry price-point for the line, and also a fun new addition to any girl’s fairy world! Available in Fall 2017, pricing will be at \$9.99–\$12.99.

#### About PlayMonster LLC

Beloit, WI-based PlayMonster is a toy and game company that believes in the power of play to make a positive difference in people’s lives. Delivering great play value by designing, manufacturing and marketing quality products like the award-winning The Game of THINGS...® , 5 Second Rule®, Mirari®, Stinky Pig™, Yeti in my Spaghetti®, Farkle, Chrono Bomb®, OK to Wake!®, Lauri®, Stratego®, Roominate®, My Fairy Garden® and Woolly Willy® is how PlayMonster helps keep play alive for all ages.

###

#### Contact

Lisa Wuennemann  
PlayMonster LLC  
(800) 524-4263, ext.1275  
[lisaw@playmonster.com](mailto:lisaw@playmonster.com)

Janis Van Tine/Sarah Gumina  
GennComm for PlayMonster LLC  
(818) 839-1461  
[janis@GennComm.com](mailto:janis@GennComm.com) / [sarah@genncomm.com](mailto:sarah@genncomm.com)



**PlayMonster LLC**

Phone: 608.362.6896 | Fax: 608.362.8178  
[playmonster.com](http://playmonster.com) | 1400 E. Inman Pkwy., Beloit, WI 53511