

## TOY OF THE WEEK: WONDERELLA MEMORY GAME



March 9, 2010

From the people that brought the world WonderChess, the version of chess that featured prize-inside game pieces, comes a new iteration of the concept: WonderElla, a preschool memory game with game pieces that also open to reveal surprises.

WonderElla (\$19.99) comes with 18 game pieces for hiding prizes inside, game piece caps featuring nine of WonderElla's favorite animal friends, and an embroidered cotton game bag styled like an elephant that's both in-store packaging and at home storage. The game, for up to four players ages 3 and up, plays in three to seven minutes. It will begin shipping to retail stores in May.

Consistent with its mission to support charitable organizations, WonderChess will donate 5 percent of WonderElla profits to elephant sanctuaries around the world.

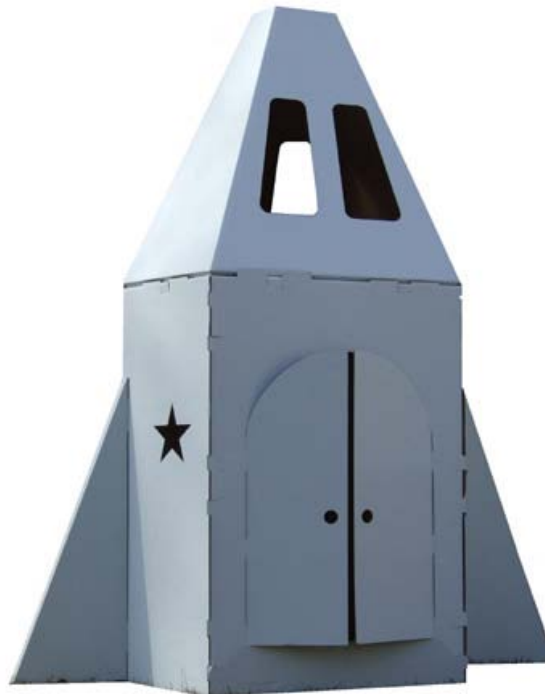
March 2, 2010: Snifty pens



Taking a page from the playbook of classic children's products made memorable as much by their smell as by their purpose, Linden, N.J.-based Snifty is expanding its eponymous line of scented pens made from Auracell, an eco-friendly plastic that offers a long-lasting aroma.

The line of limited-edition scented pens featuring fun flavors now boasts

February 23, 2010: KidsCraft's cardboard playhouses



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an Ice Cream scented assortment, which was unveiled at last month's New York Toy Fair. Additional scents and designs are planned for debut every six months, the company says, including a new adult-targeted line featuring scents like mocha latte, cucumber melon and lavender.

The pens are made in the USA.

Snifty  
[www.sniftypen.com](http://www.sniftypen.com)

The burgeoning cardboard playhouse business will get a boost next month when Atlanta-based KidsCraft debuts two SKUs at the Western States Toy & Hobby Show.

Made in the USA of 100 percent recycled material, KidsCraft's debut designs were created with ease of assembly in mind—their flaps and slots are specifically designed and pre-cut for easy set-up—and can withstand "hearty hours of play," according to the company. Each features blank exteriors so kids can customize the playspace with their own designs. To help kids do that, KidsCraft will mail a free 8-pack of 100 percent recycled crayons to kids when they redeem their sales receipt online at the company's website.

The debut products are the Creation Cottage (\$59.95), a traditional playhouse with five windows and a door; and Shuttle Imagination (\$69.95), a spaceship design with double bay doors and two portholes. The Cottage measures 42-in. long x 39-in. wide x 54-in. high while the Shuttle is 39-in. long x 34-in. wide x 72-in. high.

KidsCraft will donate 100 of their structures to local charities like the Ronald McDonald House, Boys & Girls Club of America and after-school programs, as well as donate 5 percent of sales to these organizations' international headquarters. Donations will also go to Shriners Hospitals for Children, a network of 22 non-profit pediatric hospitals across in the US, Canada and Mexico. Additionally, the company has tied with the Trees for the Future Foundation to have one tree planted for every product it sells.

KidsCraft Playhouses  
[www.kidscraftusa.com](http://www.kidscraftusa.com)

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