



**For Immediate Release**  
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**New for 2005**

**New Model Magic Activity Kits Let Kids  
 Build Their Own Little "Buddies"**

**Easton, Pa.** -- Two new Model Magic activity kits let kids create their own personalized buddies, using the soft, squishy modeling material and silly plastic "buddy" pieces to make fish, ducks, butterflies and other colorful friends. Model Magic buddies air dry overnight for hours of "make and play" fun!

**Product**

SRP    Age    Availability  
 \$7.99    4+        Now

**Model Magic Buddy Builder "Cat, Dog & Buddy" and "Fish, Duck & Butterfly" kits** provide all the tools kids 4+ need to easily create unique little friends they can keep and play with. Young "sculptors" of any skill level can use the easy-to-follow instructions to create the same silly characters that appear on the box, or use a variety of modeling techniques to design their own one-of-a-kind characters by pressing plastic faces, arms, legs, beaks and other goofy "buddy" features into the soft and squishy modeling material.

Model Magic Buddy Builder kits each include everything needed to make three buddies: six 5-oz. bags of Model Magic (blue, red, yellow, black and 2 white); 12 plastic buddy pieces, and 1 instruction guide.



**Fish, Duck & Butterfly Kit**



**Dog, Cat & Buddy Kit**

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