



For Immediate Release
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New for 2005

Pom Pals Let Kids Have Zany, Creative Fun
 New Character Creation System from Crayola lets kids make and re-make cute and cuddly characters!

Easton, Pa. -- Pom Pals from Crayola give kids a chance to create zany, colorful one-of-a-kind pom characters using spindly legs, bendable arms and silly faces kids will fall in love with! The unique connection system inside each pom is easy, so kids can construct any wild and fun pom character they can imagine -- then take it apart and build a new furry Pom Pals friend! Pom Pals Creatures Kit and Pom Pals Pups provide hours of open-ended creative fun for kids 3 and up.

Product

Pom Pals Creatures Kit comes with 2 large poms; multiple animal faces; a variety of arm/hand and leg/feet combinations; and a selection of accessories -- for a total of 57 pieces. All the character pieces are interchangeable and connect with Pom Pals Pups kit, too, for unlimited character combinations and endless possibilities!

<u>SRP</u>	<u>Age</u>	<u>Availability</u>
\$9.99	3+	July '05



Product

Pom Pals Pups offers 1 large pom; an assortment of pet faces; different arm/hand and leg/feet combinations; and a variety of accessories -- 25 pieces in all. The character components are interchangeable and can be used with Pom Pals Creatures Kit.

<u>SRP</u>	<u>Age</u>	<u>Availability</u>
\$4.99	3+	July '05



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