



For Immediate Release
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Crayola Infuses More Fun Into Model Magic!
 New Soft, Squishy Colors and Textures Make
 Kids' Sculptures Come to Life

EASTON, Pa.— Just when you thought Crayola Model Magic couldn't get any better, now there's Model Magic Fusion! The soft, lightweight, crumble-free modeling material that air dries overnight into make-and-keep creations is now available with lifelike textures in bold colors, adding an entirely new look and feel to kids' sculptures. Like Regular Model Magic, the no-mess Fusion formula blends easily and is great for molding, decorating or covering objects.

Product

Crayola Model Magic Fusion was developed for young sculptors who want their creations to look and feel as vivid as their imaginations. "Fusion" brings cool textures and effects to Model Magic like "Alien Skin" from the Creatures assortment, with an icky, bumpy feel. Other three-pack sets include Outer Space and Glitter textures. The super soft formula stays pliable longer, giving kids more time to mold or cover figures. A reusable storage tub allows kids to take what they need, then store the rest for another time. Kids can mix and match the assortment of colors and textures to make virtually anything—and since Crayola Model Magic Fusion air dries to the touch in about 24 hours, their finished creations are ready for display in just a day!

<u>SRP</u>	<u>Age</u>	<u>Availability</u>
\$7.99	5+	September



Product

Model Magic Fusion 3-ct. packs are available in the following colors:

- Primary colors: Red, Yellow, Blue
- Neon colors: Tangerine, Green, Pink
- Naturals: Bisque, Earthtone, Terra Cotta

Model Magic Fusion 3-ct. packs are available in the following textures:

- Outer Space: Glow in the Dark, Blue Sky, Black Stars
- Creatures: Alien Skin Green, Bug Eye Purple, Furry White
- Glitter: Gold Glitter, Red Sparkle, Silver Crystal

SRP **Age** **Availability**
\$7.99 **5+** **September**



Product

Model Magic Fusion is also available in a **3-D Modeling Kits** which give kids a boost in molding great looking make-and-keep sculptures they can proudly display and play with. Available in two Disney-licensed themes—Disney Pirates of the Caribbean and Disney Castles—the kits come with a preformed “structure” so kids don't have to start from scratch, which can be difficult and messy. Since Model Magic Fusion's formula is super soft, it's even easier to cover the “frame” and blend colors, achieving outstanding results regardless of skill level. A stylus tool is included to help cover the structure with Model Magic and then detail it.

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\$7.99 **5+** **September**



Model Magic Fusion 3-D Modeling kits are available in Disney Pirates of the Caribbean in two titles: Black Pearl and The Flying Dutchman; and Disney Castles in two titles: Cinderella's Castle and Ariel's Castle. Each kit comes with everything needed to make the same great looking ship or castle that appears on the box including: 1 preformed base structure, 7 packages of Model Magic Fusion in appropriate colors, and 1 stylus tool for detailing.

