

FOR IMMEDIATE RELEASE PRESS CONTACT:

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## **PLAYFUL POSSIBILITIES**

Paper Posie's "Special Day Kits" Perform Perfectly!

Santa Barbara, CA ..Regardless of whether or not they participate, youngsters usually find weddings boring and tedious. Long waiting times require sitting still and keeping quiet. And, lets not forget maintaining a neat and clean appearance- all skills most children have not fully developed. PAPER POSIE understands this problem and has created a smartly packaged attention-getter/keeper: The Special Day Kit(tm) for Weddings!

"Adult conversations, activities and responsibilities limit the attention that young children receive, " explains Penny Paine, the creative talent behind the newly established company. "The resulting child behavior can certainly ruin what should otherwise be a happy, joyous occasion for all! We've designed our Special Day Kits with the child in mind, to capture their interest, help occupy their time, and entertain them!

The Special Day Kit (tm) for Weddings is packaged in a colorfully patterned carry-all wallet, complete with a cord handle. The self flap tucks into a die-cut slit that keeps its contents intact. Looking much like a tiny handbag or briefcase, the kit includes:

- An unbreakable mirror so that the child can see how he/she looks (or make faces at themselves).
- Flavored lip balm for all those kisses they must deliver.
- Two whimsically illustrated coloring postcards and a set of four crayons. The postcards can be used as a "thank you" to the bride and groom or a greeting to a friend or relative.
- A memory card photo frame, perfect for collecting autographs of the wedding party or guests - an ideal keepsake souvenir of the special day.
- Nine original wedding stickers. These can be used to decorate the memory card mentioned above.
- A temporary transfer tattoo (it needs just a drop of water). The image is wedding-related and will delight young and old, alike.
- An interactive scavenger hunt, listing easily found items.

- A ready-to-color Fortune Teller. This printed sheet features How-To instructions on its use.

"We've considered all the details to help fill the hours for the young people at the event," remarks Paine. "The Special Day Kits honor the wedding celebration, help fill the hours with fun activities, and offer others of all ages an opportunity to share and participate interactively with the youngster."

Ideal for young girls AND boys, the Special Day Kits feature corded handles and come in three charming designs: Wedding Medley (in a rich teal blue with line drawings of wedding icons in white), Flower Girl Damask (shimmering silver ribbons criss-cross over sweetly drawn blooms on an off-white background), and Pinstripe Grey (a light, herringbone design. This kit features a black cord handle and resembles an office briefcase). Suggested retail price is \$12.95/ea.

With a focus on life's celebrations, PAPER POSIE inspires the marketplace with innovative paper products, creatively whimsical fun to birthdays, weddings, and other special events. The company's current product line includes Special Day Kits (tm) for Weddings in three distinctive designs. In 2001, the company will introduce its new Celebration "Crackers", "Favor and Petal Cones, and Special Occasion Coloring Books to an eager audience.

For further information, contact Penny Paine at PAPER POSIE, 817 Vicente Way, Santa Barbara, CA 93105. The telephone number is (805) 569-2398 or toll free (800-360-1761. Email: [info@paperposie.com](mailto:info@paperposie.com).

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