



Epiphany Crafts Inc. launches Crafty Bands at American International Toy Fair 2013 • Booth 6341

Corona, CA – Representatives of Epiphany Crafts, Inc travel to New York City to exhibit at the 110th American International Toy Fair, the largest and most important toy and youth product trade show in the Western hemisphere. This year Epiphany Crafts will debut their latest custom jewelry making kit for girls, Crafty Bands, to the thousands of buyers from around the world who attend the show.

Toy Fair connects manufacturers, importers and distributors with 10,000+ forward-looking and fast-acting retailers from more than 100 countries. Buyers are on the lookout for everything from arts and crafts to action figures that will attract the attention of kids and families.

“Crafty Bands are affordable products that inspire creativity, encourage crafting, and promote social interaction for children, not to mention that charm bracelets are such a popular item with kids to wear and trade,” said Brian Fogg, cofounder of Epiphany Crafts. “Crafty Bands are unique because they allow children to express their individuality by designing charms that best fit their personalities and interests. Crafty Bands are easy and safe to create, providing the catalyst for hours of open-ended activity either individually or with family, friends and school mates.”



The perfect gift for ages 8 and older, Crafty Bands allow children to tap their imaginations and create truly custom charm jewelry with and for their friends. Using the patented Shape Studio Tool, Crafty Bands are affordable, easy and safe to craft, allowing users to mix and match colorful bracelets with personalized charms created from photos, magazines and more.



With Crafty Bands, kids are no longer limited to pre-made charms with pre-printed designs. Here's how easy it is to create a Crafty Band:

- 1 Slide the design into the patented Shape Studio Tool
- 2 Place the Bubble Cap over the design
- 3 Close the lid and press
- 4 Remove the Bubble Cap and glue it into the Crafty Snap Setting
- 5 Close the Crafty Snap Setting through the band
- 6 Rock that Crafty Band!



About Epiphany Crafts

Based in Corona, CA, Epiphany Crafts offers a diverse selection of practical and easy-to-use products aimed at inspiring creativity at any age and fostering crafting as a hobby from one generation to the next. The company's marquee products, the patented Shape Studio Tools, combine proven design innovation with ease of use, allowing today's crafters to quickly and affordably create their own buttons, charms, embellishments and jewelry. Epiphany Crafts can be found in major retailers such as Michael's, Hobby Lobby and Archiver's as well as in boutique arts-and-crafts stores. For more information on Epiphany Crafts, please visit www.epiphanycrafts.com and follow us on Facebook.

For further information or to set a show appointment please contact Tricia Barrett at tbarrett@epiphanycrafts.com

www.craftybands.com



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