



## NORTH AMERICAN INTERNATIONAL TOY FAIR 2016

### WHIMSICAL BUGS SPREAD GOODNESS ALL AROUND NEW YORK TOY FAIR

#### *Uncle Milton Introduces I BUG YOU, a New Social Expressions Brand for the Gift and Card Aisles*

Uncle Milton introduces **I Bug You**, a playful new social expressions brand coming to gift and card aisles in Summer, 2016 and designed to spread goodness and positivity around the world! Each whimsical bug has a distinctive personality with a lot of heart, providing good luck or positive wishes to those you care most about – with names like the “Love Bug,” the “Hug Bug,” the “Courage Bug” and more.

The overall concept and bug designs were developed by ceramic artist and teacher, Rebeca Gilling. Beca is also a cancer survivor and during her difficult times came up with the endearing idea of developing “good bugs” that could spread positively around the world!

The heartwarming line includes 2” clip-on figures, 6” soft plush clip-ons and gift packs featuring adorable bugs that you can give to others you care about (i.e. infect them!). The figures and plush come in 6 different characters – the Love Bug, Hug Bug, Courage Bug, Happy Bug, Luck Bug and Chill Bug. The gift packs are available in the Hug Bug or Courage Bug characters and also include a greeting card, character profile card, bug Bio-Band that you can tie around your wrist or other location, and a downloadable emoticon bug that you can send to your friends to “infect them” virtually.

Look out – these bugs are highly contagious and are on a mission to spread goodness around the world, one bug at a time!

#### **About Uncle Milton**

Founded in 1946, Uncle Milton creates products that inspire imagination and learning while encouraging kids to explore and discover their world.

Uncle Milton is a leader in the science and educational toy category, with a portfolio that includes many top entertainment and educational licenses as well as proprietary brands. The flagship *Ant Farm*<sup>®</sup> brand ant habitat, first introduced in 1956, is a toy industry icon that has delighted generations of families in uncovering the amazing underground world of ants. Since then, Uncle Milton has created many innovative brands including *In My Room*<sup>™</sup>, *Fireworks Lightshow*<sup>™</sup>, *Dino X Team*<sup>™</sup>, *Scare Factor*<sup>™</sup> and other brands with products that span across many product categories including science toys, activity and outdoor toys, room décor, games and puzzles, seasonal toys, gifts, and more.

For more information on Uncle Milton brands and products, go to [unclemilton.com](http://unclemilton.com) and visit us at **Toy Fair Booth# 2835**

**Uncle Milton Social Media Channels:**

Facebook: [www.facebook.com/unclemilton](http://www.facebook.com/unclemilton)

Twitter: [www.twitter.com/unclemiltontoy](http://www.twitter.com/unclemiltontoy)

YouTube Channel: [www.youtube.com/UncleMilton1](http://www.youtube.com/UncleMilton1)

Pinterest: [www.pinterest.com/unclemilton](http://www.pinterest.com/unclemilton)

Instagram: [www.instagram.com/unclemilton](http://www.instagram.com/unclemilton)

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