**(INSERT COMPANY LOGO)**

 **FOR IMMEDIATE RELEASE**

Contact:            Name
Phone Number
Email

**Local (City) Company (Name of Company) Exhibiting at
American International Toy Fair in New York City**

(OPTIONAL: INSERT PHOTO OF COMPANY REPS AT TOY FAIR. Include in photo caption the names of all shown.)

**City, State | Date –** Representatives of **(name of company)** traveled to New York City this week to exhibit at the 110th [American International Toy Fair](http://www.toyfairny.com), the largest and most important toy and youth product trade show in the Western hemisphere. This is the **(add number)** year that **(name of company)** has debuted their latest toys (**and/or games**) to the thousands of buyers 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 who are on the lookout for everything from (**add toy type your company sells)** to **(add toy type your company sells**) that will attract the attention of kids and families.

“We are excited to be a part of the largest trade show in the Western Hemisphere,” said **(Name, Title, Company)**. “Being able to connect with retailers from around the world truly allows us to bring our exciting array of toys and games to kids everywhere.”

The show boasts nearly 1,100 exhibiting companies from around the world and more than 100,000 products – including an estimated 7,000 brand new toys debuting at Toy Fair every year.

The 110th American International Toy Fair **(took place/is taking place)** February 10-13, 2013 at the Jacob K. Javits Convention Center in New York City. For more information about the show visit [ToyFairNY.com](http://www.toyfairny.com).

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**About (Name of company)**Add in a brief overview of your company.

**About the American International Toy Fair**

Toy Fair is an annual trade show that is owned and operated by the Toy Industry Association (TIA), the not-for-profit trade association representing all businesses involved in creating and bringing toys and youth entertainment products to kids of all ages.

The largest toy trade show in the Western Hemisphere, Toy Fair brings nearly 1,100 exhibiting manufacturers, distributors, importers, sales agents from nearly 100 countries to showcase an estimated 100,000 toy and entertainment products to the 6,000 unique retail outlets that annually attend. For more information about the show, please visit [www.ToyFairNY.com](http://www.ToyFairNY.com). To learn about the Toy Industry Association, visit [www.ToyAssociation.org](http://www.ToyAssociation.org).