

## Ohio Art Adds Licensed Etch A Sketch

Ohio Art Co. unveils its new product line-up, which focuses on innovative products that inspire endless creative play possibilities. Spanning multiple categories, this year's line-up is sure to be a hit with parents and children of all ages.

Etch A Sketch — The World's Favorite Drawing toy teamed up with Nickelodeon to

introduce a complete line of SpongeBob SquarePants, Dora The Explorer, Go, Diego, Go and Backyardigans-themed Etch A Sketch products. These new products will be available in multiple shapes and sizes and will also include Nickelodeon inspired accessories to enhance drawing fun.

The Ohio Art Co. manufactures and markets the Etch A Sketch drawing toy, as well as a complete line of toys that enhance and provide development, creativity, and positive reinforcement. Product lines include "Making Creativity Fun" activity toys, such as Etch A Sketch, Magna Doodle, and Doodle Doug. In addition, the company's diversified products division manufactures lithographed products for the photographic, food container and specialty premium markets.



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