



## FOR IMMEDIATE RELEASE

Contact:

Lauren Grande

Southard Communications

212-777-2220, ext. 17

lauren@southardinc.com

## OHIO ART'S ALL-NEW MAGNA DOODLE® COLOR PLUS™ IS WORLD'S FIRST DRAWING TOY WITH TWO TRUE MAGNETIC COLORS

NEW YORK (June 8, 2006) — The Ohio Art Company, creators of the famous Etch A Sketch® drawing toy, adds a colorful new addition to its 2006 line with the introduction of the *Magna Doodle® Color Plus™*. Featuring the first ever magnetic drawing board, the *Magna Doodle Color Plus* allows young artists to control the color of their creations for unlimited hours of drawing fun without the mess of color markers.

The *Magna Doodle Color Plus* is the only true magnetic color drawing toy loaded with these creative features:

- Magic Double Doodle® Stylus - dual-tip stylus enables children to color in red or blue;
- Magic Color Change Magnet - allows children to magically switch red to blue and blue to red in an instant;
- Original Magic Eraser Slide.

“The *Magna Doodle Color Plus* is an inventive and imaginative extension of an already classic brand,” says Larry Killgallon, President of Ohio Art Company. “With more than 26 years of trusted experience in creating innovative creativity products, *Magna Doodle Color Plus* is yet another exciting addition to the Magna Doodle family.”

Available nationwide in the fall of 2006, *Magna Doodle Color Plus* is recommended for children ages three and older and has a suggested retail price of \$17.99.

###

### About Ohio Art

Visit the Ohio Art Web site at: <http://www.world-of-toys.com>. Established in 1908 and headquartered in Bryan, Ohio, the Ohio Art Company is one of the world's best known toy companies and creators of the famous Etch A Sketch® drawing toy.