



## PRESS RELEASE

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### Cardboard Kitchen Café Opens at Toy Fair

New York, NY – (January 22, 2013) – Box Creations will have its new cardboard Kitchen Café open to entertain business at Toy Fair 2013.

The latest in the eco-friendly play structures from Box Creations can be seen in Booth #5758 at the Jacob Javits Convention Center as part of The 110th Annual American International Toy Fair, the largest toy and youth product marketplace in the Western Hemisphere.

The new Kitchen Café (MSRP \$34.99) joins the company's award-winning, made in the U.S.A. recycled-cardboard play structures. As a two-sided play set for kids, the Kitchen Café is half kitchen and half café for complete creative pretend play. On one side, the structure comes with all of the activity amenities that a little chef and kitchen aide would need, including a pretend microwave, refrigerator, oven, sink and plenty of shelf storage. On the other side, young patrons can enjoy service with a smile and a place to gather for mini-meetings and meals with friends.

The Kitchen Café enjoys that same Box Creations pre-printed line work and full set of non-toxic washable colored markers for complete creative decoration embellishment by each and every individual café owner.

Kim Hammeren, President of Box Creations, said, "We'll be demonstrating the easy assembly and allowing all attendees at Toy Fair to add their creative drawing skills to our cardboard play lands. At Box Creations, we provide children and parents with eco-friendly alternatives to other plastic and wooden play sets at a fraction of the cost."

The Kitchen Café joins the company's top-selling TOTY Award Finalist Pirate Ship, Medieval Castle, Country Cottage, Princess Carriage and Space Shuttle designs. All of Box Creations play centers and clubhouse style sets cater to as many as three small children at a time and come with line artwork guidance and markers for Do-It-Yourself personalization.

To learn more about Box Creations LLC, please visit [www.boxcreations.com](http://www.boxcreations.com).

**For Product Sales Information, Contact:**

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