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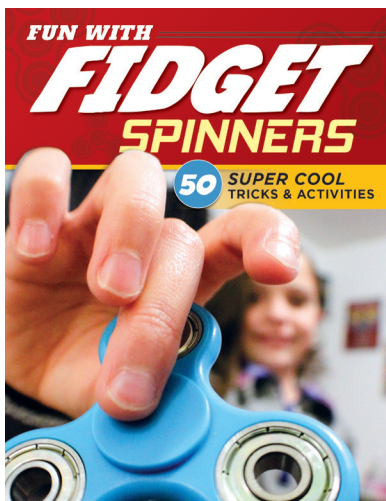
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The Ultimate Guide to Fidget Spinning Arrives in Time for the \$500M Toy Trend Sweeping the Nation

Fun with Fidget Spinners: 50 Super Cool Tricks & Activities



Fidget Spinners are the palm-sized spinning gadget flipping the toy industry upside down. This \$500M toy trend soared to unprecedented heights this spring shortly after they were introduced at the February 2017 North American International Toy Fair. Since then, 200 million spinners have shipped to retailers across the nation. And it didn't take long for Fidget Spinners to dominate Amazon's best-sellers in toys and games either.

Never before has the toy industry seen such a fast-moving trend of this size being driven from the ground up. Yet, companies are moving at a quick pace to keep up with this growing hot trend. For example, this summer Toys R Us will carry licensed DC and Marvel-based Fidget Spinners, a noteworthy addition to its line of non-licensed spinners. "They're pretty much evaporating the minute they get on shelves," says Richard Barry, Toys R Us executive vice president and chief merchandising officer.

Kids and adults alike enjoy Fidget Spinners for their fun and de-stressing qualities, but also to invent and show off tricks. Enter: *Fun with Fidget Spinners: 50 Super Cool Tricks & Activities* [Fox Chapel Publishing, 2017] with hot new tricks presented by "Pro Fidgeter" David King, host of the popular YouTube channel GeekBite. In this new one-of-a-kind guide, spinners can take their hobby to a whole new epic level. Spinners can learn how to master tricks such as spinning on a hat or stacking spinners on top of each other to create mesmerizing whirling towers of color! Spinners can also track their progress and tricks with a handy workbook. Plus, the book provides backstory into the health benefits of spinning.

"For teachers and parents who are willing to listen, Fidget Spinners are actually wonderful tools that can help kids learn," says Alan Giagnocavo, Fox Chapel Publishing president. "We all want crafts and activities to reduce the amount

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Right now we are in the midst of the biggest, fastest moving trend that I have ever seen in the toy industry.”

Jackie Breyer, editorial director, The Toy Insider



of screentime for our kids. At Fox Chapel, we've published over 1,000 books on different crafts, arts and hobbies. The mental benefits of working with your hands in some way in the physical world has been known for centuries. And increasingly, science is able to measure and demonstrate this fact that we have known all along."

Fox Chapel Publishing is known for inspiring and informing readers who enjoy a wide variety of hobbies, crafts, and lifestyle interests. The company also excels at spotting trends and getting into market at the right time. During the coloring book boom, the company was one of the leading coloring book publishers in both the US and Canada. When rubber band jewelry rose in popularity, Fox Chapel was on the front lines with on-trend books for hobbyists. The ability to quickly come to market with culturally-relevant and engaging books that speak to the passions of today's consumers is what sets this publishing company apart. ***Fun with Fidget Spinners*** is a welcome addition to the company's 2017 line as the team embraces this new trend currently spinning its way toward schools, playgrounds, cubicles, and YouTube videos near you.

A fun, educational, and colorful guide, *Fun with Fidget Spinners: 50 Super Cool Tricks & Activities* includes:

- Over 50 great tricks and games for the beginner to advanced
- Information on how fidget spinning provides mind and body benefits
- How to care for and customize your Fidget Spinners
- A workbook for tracking tricks and stats
- Handy tips that will bring you one step closer to becoming a spinning master!

About Fox Chapel Publishing

Fox Chapel Publishing inspires and informs readers who enjoy a wide variety of hobbies, crafts, and lifestyle interests. The company specializes in illustrated nonfiction with a focus on artisan and high-quality craft books. Fox Chapel publishes more than 1,200 book titles and three quarterly magazines, including DO Magazine, the #1 coloring magazine in its class. The publisher's imprints include Design Originals, IMM Lifestyle Books, and Creative Homeowner. For more information, please visit foxchapelpublishing.com.



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