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FOR IMMEDIATE RELEASE

**FIVE WAYS TO COMBAT EXCESSIVE SCREEN TIME WITH
BRAND-NEW MAGNA-TILES® MAGNETIC BUILDING SETS**

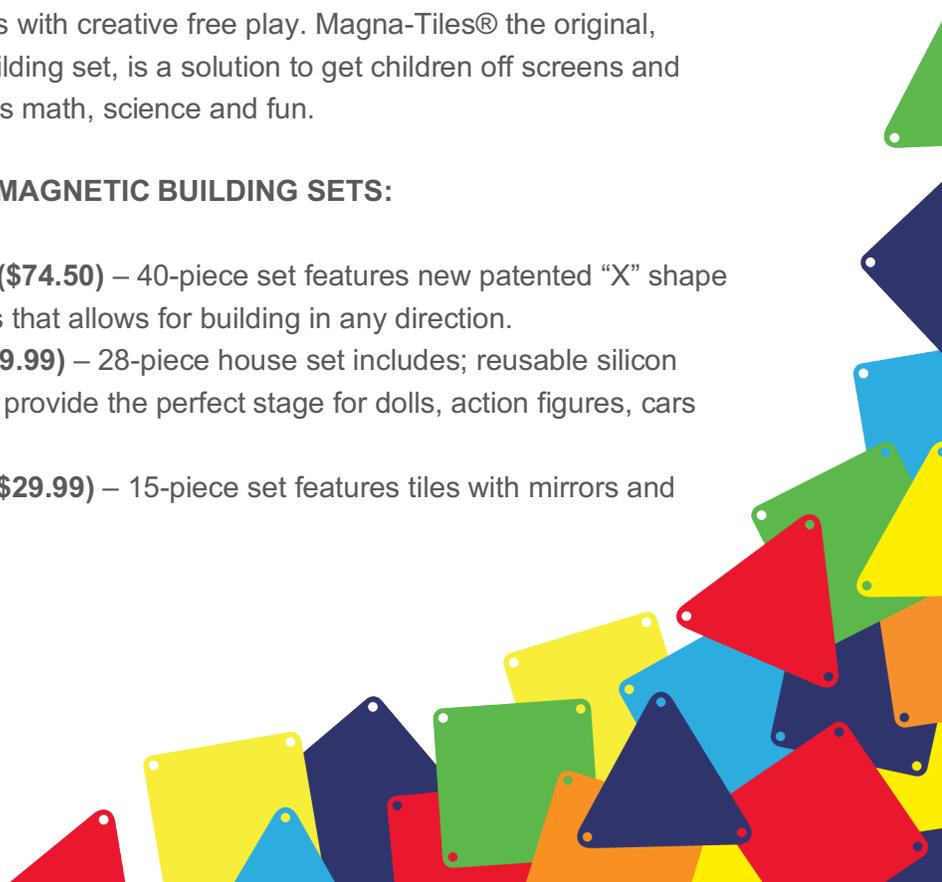
Announces Sets Featuring; Patented “X” Shape with Free-Moving Magnets, Glow in the Dark, Mirror and Glitter Tiles, and More!

September 10, 2018 (Romeoville, IL) - Combating excessive screen time is a singularly modern problem that every parent must now face daily. A report released last year by Common Sense Media stated, “Children up to age eight spend an average of two hours and nineteen minutes every day on screen media.” Doctors are advising parents that too much screen time can have harmful effects on children’s over-all health. According to The American Academy of Pediatrics, “Overuse of digital media and screens can put children and teens at risk of obesity, sleep problems, cyberbullying and negative performance at school.”

The best way to combat screen time is with creative free play. Magna-Tiles® the original, premium, award-winning magnetic building set, is a solution to get children off screens and engaging in imaginative play that fuses math, science and fun.

MAGNA-TILES® ANOUNCES NEW MAGNETIC BUILDING SETS:

- **Magna-Tiles® Freestyle Set (\$74.50)** – 40-piece set features new patented “X” shape with nine free-moving magnets that allows for building in any direction.
- **Magna-Tiles® House Set (\$49.99)** – 28-piece house set includes; reusable silicon stickers, stairs and a door that provide the perfect stage for dolls, action figures, cars and other favorite toys.
- **Magna-Tiles® Stardust Set (\$29.99)** – 15-piece set features tiles with mirrors and glitter.





- **Magna-Tiles® Ice Set (\$29.99)** – 16-piece ice set features clear, colorless tiles.
- **Magna-Tiles® Glow Set (\$29.99)** – 16-piece set glows in the dark and includes an LED light to write messages on the glow-in-the-dark tiles.

“With kids spending up to three hours a day on screens, curbing screen time is such a modern parenting problem,” said Magna-Tiles® Vice President of Marketing and Product Development Michael Valenta. “And let’s face it, it’s not easy to keep technology time to a minimum, especially with the lure of games and apps coupled with the convenience and access to phones, tablets and laptops. At Magna-Tiles® our mission is to reduce screen time and get kids lost in hours of fun, imaginative free play.”

For more information, high res-images, product samples or to set up an interview, please contact Amelia Dellos at magnatiles@teamodea.com.

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ABOUT MAGNA-TILES®

The Magna-Tiles® brand family is the original, premium, award-winning magnetic building set in the market providing safe imaginative play that makes math and science fun and engaging for children of all ages. For more than 20 years, Magna-Tiles® has exceeded parents’ expectations for safety, durability, and is a toy that children will want to play with when other toys in their toy box have long since been forgotten.

Find us at www.magnatiles.com and on Facebook, Twitter, Pinterest and Instagram at @MagnaTiles.

