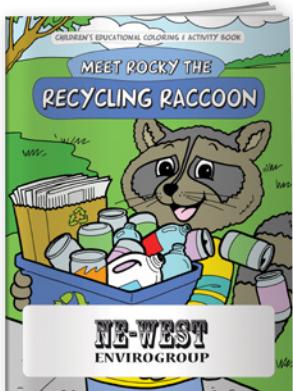


# target markets

## family friendly

Products the **whole family** can enjoy.



20637 | Coloring Book: Meet Rocky the Recycling Raccoon



40697 | Crayon Fun Pack



ATCHISON®  
AP5080 | Cutie Patootie Slingpack



26260 | 9" Flyer



UNIVERSAL SOURCE®  
21285 | Pop 3 Bubbles Keychain



Good Value.  
26093 | Super-Soft Plush Blanket

## case study

**Client:** a state park

**Purpose:** attract visitors and encourage people to get outside

As a way to attract visitors and encourage people to get outside, a state park hosted a scavenger hunt for families. The park presented each family with the #15039 Drawstring Backpack to use to store the items they found and later take home as a souvenir. The event was a big hit, drawing more than 50 families. Many people commented on how much they loved the drawstring backpacks and said they couldn't wait to use them on return trips to the park.



15039 | Drawstring Backpack

## who's buying

- National and State Parks
- Parks and Recreation Departments
- Theme Parks
- Movie Theatres
- Nonprofit Organizations