

FOR IMMEDIATE RELEASE:  
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**You're Invited!**



**We would like to formally invite you to join us  
in celebrating the launch of our new 2016 products!**

Safari Ltd® is a family-owned and operated manufacturer and worldwide distributor of toys. Our products are Toys That Teach® and have been a favorite among parents, educators, designers, arts & crafts enthusiasts, DIY connoisseurs and, of course, children!

We have hand-selected a small group of creative folks to send free samples of our brand new 2016 items to... ahem, ahem... that's YOU!

### **We would like to give you the exclusive**

A sneak peek of our new products will be available on October 23, 2015 (officially available in full to the public later this year). This means you get to be the very first to officially talk about and preview some of our new products! It's pretty neat stuff.

### **Here's how it works**

We want you to have full creative freedom! Once you receive your samples, you are free to use and cover the products in a way that is natural and authentic to your platform and audience— as long as you keep it PG and family friendly for all ages!

### **We ask that you incorporate and follow a few details:**

1. Please post any content between October 23rd-October 30th only. It's very important nothing be leaked prior to October 23rd as our products will not be available (and that would be a bummer for everyone tuning in).
2. Link to Safari Ltd® Amazon page <http://www.amazon.com/safari>, the only place our new products will be available. Should any of your readers like to purchase, that will be the only place they can!
3. Spread the word on your social media accounts with the hashtag **#GimmeNewSafari**. This is exciting as you'll be the ONLY ones talking about and previewing new Safari Ltd® products! It's truly your exclusive.
4. Kindly provide a link to our blog, which will house more details on the full range of products.

### **Did we mention...**

We will be promoting a select few of your early bird posts across Safari Ltd® social media networks. Yup, we'll be putting dollars to send OUR loyal fans to YOUR platform.

### **That's all folks**

If you would like to participate, please reply with your shipping address (specifying if it is a residential or business address) and we will send over your new product samples. In the coming weeks, we will provide the links mentioned above.

### **Give us a shout**

For more information, please contact [networking@safariltd.com](mailto:networking@safariltd.com)

