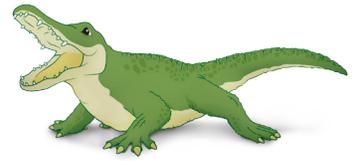


FOR IMMEDIATE RELEASE:
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SAFARI LTD® IS COMING TO WONDERCON 2017!

Preview and Purchase the Best of Safari's Fantasy, Dragons & Dino Figures

Miami (March 14, 2017) Safari Ltd®, an American owned, family operated manufacturer and worldwide distributor of Toys That Teach®, will be coming to WonderCon at booth 366 and you're invited!

This is the first year Safari Ltd® will set up shop at WonderCon and comes in response to a growing fan base in mythology, fantasy and gaming. WonderCon, the sister show to Comic-Con International, embraces all the same aspects, like comics, movies and animation, but with an added appreciation for one-on-one interaction between creators and attendees and support for the DIY comics movement growing around the world.

The Toys That Teach® brand has been a long proponent of bringing fans closer to the special stories and science behind their authentic hand painted and sculpted figurines. Moreover, it empowers and inspires everyone to use Safari Ltd® figures in their own unique ways like, creating DIY educational games, tabletop and gaming activities, and even party favors.

Its inaugural setup will include a close-up look at Safari's best fantasy figurines, classic dragons, dinosaurs and select all-star figures. All products sold at WonderCon will be specially discounted— less than any online or in-store pricing.

Exclusive Prizes!

WonderCon attendees will have the opportunity to sign up for a custom-arranged assortment of Safari Ltd® Dragons at the booth! Stop by and enter to win.

Fans who can't attend the show are invited to participate in another giveaway online. Follow Safari Ltd® on Facebook for a chance to win a WonderCon-inspired prize.

Are you a blogger, writer or reporter? Become an Official Safariologist!

Safari Ltd® wholeheartedly resonates with WonderCon's mission of bridging the gap between creators and fans. All writers, reporters and bloggers are invited to a personal tour of the booth where they can sign up for membership to the Safariologist Media Group.

Perks include:

- Breaking news on Safari Ltd®.
- Special updates on our products.
- Supplemental materials for your media needs.
- Freebies for eligible media, like Safari Ltd® products and gift baskets for blog giveaways and promotions.

The Most Awesome Appointment You'll Make

Reserve your spot and book a personal meeting with our Global Brand Manager at networking@safariltd.com!

About Safari Ltd®

Safari Ltd® is an American owned and family operated manufacturer and worldwide distributor of Toys that Teach®. These authentic, hand-painted figurines have been inspiring children around the globe for over 30 years and 3 family generations.

Safari Ltd® has a license with the Monterey Bay Aquarium® to produce a scale model sea life collection, establishing Safari Ltd® as a serious figurine company for children and collectors alike. All products exceed global safety standards. Safari Ltd® philanthropic contributions cover a wide variety of local and global conservation efforts, including Fairchild Tropical Botanic Garden, the Humane Society of Greater Miami Adopt-A-Pet, the Loggerhead Marinelifelife Center, the Nature Conservancy, National Eagle Center and the Sierra Club.

For more information, visit safariltd.com.

