

29 March 2010
MEDIA RELEASE

It's party time at Spirit Publishing with the launch of *Meri Meri* partyware

Boutique greeting and giftware company, Spirit Publishing, has launched a new and exclusive partyware range by *Meri Meri*.

The new party centre pieces and accessories are a direct extension of the beautiful hand-made fashion inspired style of *Meri Meri's* greeting cards which Spirit has been distributing since 2006.

The product range was first shown at the 'Life in Style' February 2010 trade show in Sydney and was a resounding success. A considerable number of gift shops and newsagencies have already made order enquiries.

New additions include Roarrrrr! the dinosaur, spinning carousel, space cadet, princess castle, pirate ship, twinkle toes, the robot and eat more cake cupcake kit.

"Retailers were captivated by how colourful and interactive the partyware range is for adults and children alike.

"The range is perfect for kids of all ages, even mums and dads putting on the party.

"The most exciting element is that each piece brings the party to life. Roar the dinosaur actually roars and twinkle toes ballet dancers spin. Moving and singing decoration is truly unique for this category," says managing director, Mary Bradner.

The pieces come in flat packs and are 3-dimensional once assembled.

Bradner says that if you have a big celebration planned this partyware range can offer you all the elements you need for a complete party pack, from paper plates and napkins to bunting. You can decorate the room, send fun invitations and prepare some fabulous cupcakes. All you need to do is choose a theme.

Spirit Publishing holds the exclusive distribution rights for Australia.

Centrepieces RRP from \$39.95 to \$49.95 and accessories range from \$9.95 to \$39.95.

The logo for Spirit Publishing Pty Ltd features the word "spirit" in a lowercase, white, sans-serif font against a blue background. Below "spirit" is the text "publishing pty ltd" in a smaller, white, sans-serif font.

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Fully assembled, Roarrrr! The dinosaur is 23 x 67 x 39cm, robot is 18 x 28 x 9.5cm (with flashing eyes) and rocket ship 48 x 48 x 67cm (with countdown sound).

Established in 2002, Spirit Publishing core card range is – and will continue to be – humour based which Mary calls the true profit centre of cards.

Spirit distributes to department stores, bookstores, high end newsagencies and specialty gift stores.

For further information, please contact:

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