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Wooly Willy goes digital and gets a party!

BELOIT, Wis.—Patch Products’ popular magnetic game, *Wooly Willy*®, which has been making people smile for over 54 years, is being recognized in two ways.

The Smethport Area Chamber of Commerce announced their first annual National *Wooly Willy* Wonderdaze festival is set to take place on June 18-21 in *Wooly Willy*’s hometown of Smethport, PA. The festival kicks off at 9 a.m. and will have several *Wooly Willy* themed activities throughout the day.



Fun will be had by all at the themed activities which include the cutting of a giant cake honoring *Wooly Willy*’s birthday, *Wooly Willy* look-a-like contests, *Wooly Willy* window art and much more.

The festival will also include a parade, small carnival rides, food vendors, live entertainment, art and craft booths and *Wooly Willy* button style pins— a sure hit for people of all ages.

Another sure hit for *Wooly Willy* fans is Patch’s new web application that allows people to play *Wooly Willy* digitally via iPhone and iPod touch.

The *Wooly Willy* web application lets people draw magnetic hair shavings such as mustaches, beards, eyebrows and other hairy features on *Wooly Willy* or *Hairdo Harriet*® images, or any images of their own. Once finished, restart the drawings by shaking the iPhone or iPod touch and start again.



Over 10,000 people have already downloaded the *Wooly Willy* application.

One customer who has purchased the *Wooly Willy* application told Patch they were very pleased with how fun and accessible the game is.

“I love the new *Wooly Willy* web application because it’s fun and keeps my kids and family entertained for hours,” said the customer. “The *Wooly Willy* application is also awesome because it’s accessible anywhere— perfect for travel.”

Interested people can download *Wooly Willy* for 99 cents at the Apple® App Store online or purchase the original *Wooly Willy* at Cracker Barrel and specialty retailers across the U.S.

About Patch Products

Patch Products, headquartered in Beloit, Wis., is a leading manufacturer and marketer of family entertainment products. Games, puzzles, activity kits, collegiate-licensed foam sports toys and classroom teaching tools are the core product lines. Top-selling brands include *Buzzword*®, *What’s Yours Like?* ®, *Toss Up!*®, *Swap!*®, *Smethport*™, *Lauri*®, *Tall-Stacker*™ and *Wooly Willy*®. For more information, visit www.patchproducts.com.

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