



FOR IMMEDIATE RELEASE

Contact

Jessica Wineke
Patch Products, Inc.
(800) 524-4263, ext. 246
jessicaw@patchproducts.com

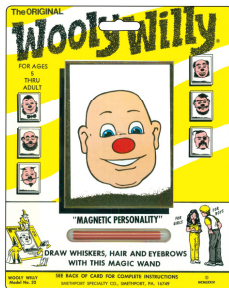
Patch Products Celebrates the Summer of *Wooly Willy*

BELOIT, Wis.— Be on the lookout this summer because you might find *Wooly Willy*® coming to a town near you! The 56-year-old popular toy, will be honored at the *Wooly Willy* Wonderdaze festival and will be going on trips throughout the world.

The Smethport Area Chamber of Commerce announced their third annual National *Wooly Willy* Wonderdaze festival is set to take place on June 23–25 in *Wooly Willy*'s hometown of Smethport, PA. The free-admission festival kicks off at 1 p.m. and will have several *Wooly Willy* themed activities throughout the day.



Fun will be had by all at the festival, which include *Wooly Willy* factory tours, *Wooly Willy* window art, parades, live entertainment, food vendors and a fireworks show. The festival will also kick-off Patch's Where in the World is *Wooly Willy*? summer adventure that lets kids and adults print out *Wooly Willy*, take pictures with him, and then track his adventure around the world—perfect for those who can't come to the festival but still want to join in on the *Wooly Willy* fun!



To participate in the Where in the World is *Wooly Willy* summer initiative, visit patchproducts.com/willyworld. Here you will find printouts of Willy, a map of where Willy's visited, photos, postcards and messages from Willy himself, information on contests and prizes you can win and much more!

For more information on Patch Products or the *Wooly Willy* Wonderdaze festival, visit patchproducts.com or call 1-800-524-4263.

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?*®, *5 Second Rule*®, *3D Sneaky Floor Puzzles*®, *Bed Bugs*™, *Toss Up!*®, *Swap!*®, *Smethport*™, *Lauri*®, *Tall-Stacker*™ and *Wooly Willy*®. Log on to patchproducts.com for additional information.

###

