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MAGICFOREST
Fine Children's Toys and Gifts



LITTLE ONES WILL DIG MOULIN ROTY'S DANS LA VILLE CONSTRUCTION-THEMED COLLECTION

Digger & Construction Ink Stamps, Town Building Blocks Plus La Grande Garage Await Savoir-faire Shoppers

Portsmouth, NH (May 9, 2018) – Everyone knows the difference between shopping among big box toy aisles and at a specialty store. But even specialty shops have “special” and then “wow” toys. Such is the case with sumptuous goods from Moulin Roty, imported exclusively to the US by Magicforest®. Their newest magical theme is **Dans La Ville** (In the city). Little ones will truly dig this building-themed collection.

Dans la Ville is a striking collection combining graphic design, architecture and toys for children ages 2 and up by French artist Aurélien Débat. Preschoolers discover that in the city there is a garage, buses and small cars. But also a building site to create in blue or red! Youngsters build their own urban space with ink stamps on paper or by building blocks two, three, four stories high. Get an eyeful of possibilities with this [inspirational French video](#) of toying with **Construction Site** ink stamps (\$39), one of three new stamp sets.



Budding builders have two choices of house facades, shop signs, doors, and windows beautifully silk-screened on beechwood blocks. The **Mini Town Blocks** (\$27) is a 23-piece block set. A larger set, **Town Blocks** (\$69), comes with 40 pieces to construct, make a design change, and build anew.



The collection's showpiece is **La Grande Garage** (\$115) Have a grandchild to spoil? This is truly a “grand” gift that will be cherished from preschool play dates through childhood daydreaming.

Consumers and retailers new to the Moulin Roty brand may only know its “French” but the lush line is renowned for its use of the finest French fabrics & materials. In fact, Moulin Roty represents 40 years of dreams and playfulness. Moulin Roty is very proud to be a worker-owned cooperative, putting quality, creativity and excellence first in their mission to create the best quality toys for children everywhere. Importer Magicforest® has been delighting shoppers and storekeepers for the past 14 years with its wide selection of Moulin Roty baby, toddler and childhood playthings.

Look for these toys online at [Bonjour Petit](https://www.bonjourpetit.com), <https://www.bonjourpetit.com>, the official U.S. online store for Moulin Roty. Or ask for them at your neighborhood specialty toy shop.



Digger ink stamps • Ages 3+ • \$25

Open this box of 9 beechwood stamps, with 2 red and blue ink cartridges, to create all sorts of backhoe excavation action -- just like in the big city. All three stamp sets stimulate children's creativity and imagination.



Crane ink stamps • Ages 3+ • \$25

Let little imaginations dream with this box of 12 stamps, with 2 cartridges of red and blue ink, to create engineering wonders. The final look might be realistic or abstract.



Construction Site ink stamps • Ages 3+ • \$39

A truly “wow” gift, this box of 23 construction-themed stamps includes 2 red and blue ink cartridges. Let kids amaze with a once-of-a-kind picture of construction machines in action.



Mini Town Blocks (23 pieces) • Ages 2+ • \$27

Budding architects can arrange these silk-screened blocks to mimic what they’ve seen or what they imagine. The mini set has 23 pieces in primary colors. This and the Town Blocks set, below, develops a child's motor skills and imagination as well as the notion of space.



Town Blocks (40 pieces) • Ages 2+ • \$69

With 40 screen-printed blocks, kids can invent a whole city center. Beechwood blocks, in primary colors appeal to youngsters as they develop motor skills and a sense of space and colors.



La Grande Garage • Ages 3+ • \$115

Combining wood and primary colors, this large garage is the creation of artist Aurélien Débat. Kids will delight in “driving” cars, filling them with gas and parking them in the perfect spot. Eleven wooden accessories include 2 cars, traffic signs, traffic cones and a gas station to refuel!

Thanks to a curated selection of enchanting European toys from France, Italy and Germany, importer Magicforest® is always at the top of everyone’s must-have gift list for more than a dozen years! Posh brands Moulin Roty, Trudi, Sevi, Vilac, Ogas Boats and Pappoose make up the vast toy closet at Magicforest®.

Browsing is encouraged at www.magicforest.com, its retail partner www.bonjourpetit.com or on any of their social media outlets.

ABOUT MAGICFOREST®

Celebrating its 14th year in business, Magicforest® is an American toy importer and proud to be the exclusive distributor of seven European brands including Moulin Roty -- its flagship brand -- currently sold in 900 specialty toy and gift shops. The company has a simple operating principle: provide the very best in children's toys and games. They like to think of the Magicforest® as a friendly place where kids learn, play and grow. Plus parents are confident that their products meet the highest standards of safety and quality. Find their wholesale site online at www.magicforest.com.