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DREAMLAND FAIRY NAMED BEST NEW VENDOR AT LEARNING EXPRESS TOYS 2016 CONVENTION!

Two Philadelphia Mompreneurs Show Kids How A Little DIY Paint And Fairy Dust Creates Tiny Home Or Tooth Fairy Fort For Sweet Dreams

Merion Station, PA (July 12, 2016) – In the toy business there’s an expression that kids are getting older at a younger age. In other words, they soon stop believing in things like Santa Claus and the Tooth Fairy. But while they remain innocent and believing, parents can indulge their child’s creativity with a DIY project from Dreamland Fairy. Boys and girls can customize a **Tooth Fairy Fort (\$24.99)** or paint a little fairy house that can sit by their bed. The concept is imaginative and adorable. It’s also a best seller at Learning Express stores earning this start-up from the Philadelphia suburbs *Best New Vendor* honors at last week’s Learning Express Toys annual convention.



Dreamland Fairy wowed the national toy store chain – whose store managers have seen every kind of new product over the years -- by being “innovative” and performing extremely well in their stores. The company was also nominated for Best Arts & Crafts Product at the convention. It’s no wonder that kids adore the Tooth Fairy Fort and Fairy House, each packaged with a storybook, as it was inspired by two 6-year-olds who asked their moms, Cassie Slane and Ami Van Dine, where fairies lived.

It took a few years but these savvy businesswomen – who boast five young children between them -- became the newest mompreneurs to a new generation of dreamers. Their first house, the **Dreamland Fairy Kit (\$24.99)** is an 8-inch-tall, peaked-roof wooden home that arrives unpainted. Inside the kit are the story book, paint, brush, decorations and ... a packet of glittery fairy dust, for their owners to personalize their magical fairy home.

Two Inventive Moms

Click on their website, www.DreamlandFairy.com, and be enchanted by founders Slane and Van Dine. The women both earned successful corporate resumes in television and marketing before turning their attention to raising children and focusing on fairies!



From an interview with their hometown paper, *The Mainline Media Times*, readers discovered that Cassie Slane was a regular on QVC, Bloomberg and CNBC, and

as a technology journalist appeared on Philadelphia's Fox 29. "At QVC, people would bring in their amazing inventions, and I got to know them," she said. When the Dreamland Fairy idea came up, "I sort of leveraged those contacts to get started."

Ami Van Dine "had lived in New York, where she worked as a package designer and in consumer marketing. She had since gone back to school to train to become a speech pathologist, and now works with children and patients with traumatic brain injury." Through her work with children, Van Dine understood the importance of creative play. Together they wrote the stories to accompany the fairy houses.

Both founders agree that they are proudest that their children have watched them build a business from the ground up. "We can show our daughters that you can come up with an idea and turn it into something great," says Slane, the mother of two school-age girls and a preschooler.

Dreamland Fairy Inspires Imagination

While a Tooth Fairy might visit a few times a year if a fallen tooth is tucked under a pillow, a Dreamland Fairy flies from Fairyland into the house while a child is sleeping on any given night. According to the accompanying book, in Fairyland, fairies tell stories to each other, but one night they run out of stories to tell. That is when one of the fairies has the idea to fly close to human children as they sleep, to listen to their dreams.

They hover close enough to hear the child's dreams and return the dreams and stories back to Fairyland! Each morning when the child wakes up, they might discover that their fairy visited. The proof is the tiny front door of the fairy house left ajar. Any notes or treats a child may have left for the fairy will have magically disappeared!

The DIY fairy house has a special secret flower door on top that lures the fairy in at night and by morning, if the front doors are open (*wink wink mom*) then the fairy came to listen to their dreams.

There's a twist with the Dreamland Tooth Fairy Fort. Instead of a fairy having to search under a lumpy pillow and heavy head in the dark of night, kids place their fallen tooth inside a treasure chest in the fort. The fairies can safely hide inside their fort until a tooth in the chest is ready to be retrieved. When kids awake, the tooth is gone and replaced with a treat.

Look for these imaginative products online at DreamlandFairy.com, neighborhood Learning Express and other specialty shops.

Dreamland Fairy Kit • Ages 3+ • \$24.99

Creative Child 2016 Product Of The Year

This unfinished fairy house needs some color made possible with a child's creative touch. Kids might read the storybook before starting their art project. A paint set and magical fairy dust are included to create a one-of-a-kind Fairy House!



Tooth Fairy Fort • Ages 3+ • \$24.99 **NEW for 2016!**

The unfinished fort features a book about *Toozle the Tooth Fairy*. Follow Toozle as he bumbles through his first Tooth Fairy Mission, until one inventive child builds him a special Tooth Fairy Fort! Kids will delight in creating their own unique touches to the wooden tree fort and tooth chest. Keep it by the bed to give Tooth Fairies a place to visit. Tree fort, tooth chest, paint, craft supplies, and storybook included.



Sparkle Kit • \$8.99

The Dreamland Sparkle Decoration Kit includes loose jewels, silk flowers, buttons, jewel stickers, pink & blue fairy glitter plus glue. Use these decorations to add extra magical sparkle to your Dreamland Fairy House or Tooth Fairy Fort.



6" Dreamland Fairy Doll • \$8.99

The Dreamland Fairy Doll is a soft, plush Fairy Doll with sparkly blue wings. She is the perfect companion to the Dreamland Fairy House, bringing the main character of the Dreamland Fairy story to life. Kids will enjoy adding her to imaginative play with their Fairy House, or snuggling with her in bed.



Dreamland Glow Kit • \$8.99

Light the way for your Fairies to see at night with this decoration kit that includes glow-in-the-dark supplies -- glitter, 3-D paint, glitter glue, stars, stickers, and paint brush. Add some magical, glowing touches to your Dreamland Fairy House or Tooth Fairy Fort.

Follow the company on Facebook, Twitter, Instagram and catch their website blog for what's new in Fairyland.

ABOUT DREAMLAND FAIRY

Dreamland Fairy was created by two moms, Ami Van Dine and Cassie Slane, whose then six-year old daughters came up with the idea of a fairy house that they could keep in their rooms. Ami and Cassie believed it could be something bigger and set off to find manufacturers who could build the Dreamland Fairy House. Together, they wrote a book about the Dreamland Fairy and found talented illustrator, Yvette Ruzicka.