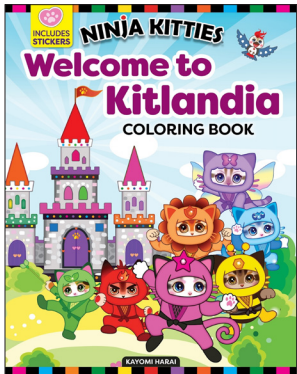


Discover Strength, Bravery, and Kindness in the Empowering New Ninja Kitties Coloring Book



Lancaster, PA—Fox Chapel Publishing continues to introduce the novel children's brand Ninja Kitties to consumers and customers this fall 2022 through a charming coloring book: *Welcome to Kitlandia Coloring Book*.

In the world of Ninja Kitties, we meet seven royal kitties who transform into powerful ninjas to save the 'kin-dom' of Kitlandia. Guided by their wise grandmother, Grandma Tabby, the kitty crew uses their special gem-powered skills and ninja training to save Kitlandia from harm—especially from the menacing Fang Gang, a group of canines who will stop at nothing to steal the Ninja Kitty gems.

Created by award-winning artist Kayomi Harai, *Welcome to Kitlandia* provides messages of kindness, self-confidence, friendship, and many more positive themes. "I believe in the power of helping children find their inner strengths through stories," Harai says.

Fox Chapel Publishing, publisher and licensor of Ninja Kitties, worked closely with Harai, as well as with former Mattel executive Rob Hudnut and former EVP of Nickelodeon Consumer Insights Sujata Luther, to breathe life into Ninja Kitties and create story lines that will help children overcome obstacles and empower young readers for years to come.

"As kids and parents are navigating today's complicated and nuanced landscape in their journey through childhood, Ninja Kitties is the perfect stage for teaching valuable life lessons," says Luther.

In addition to the fall launch of *Welcome to Kitlandia Coloring Book*, Fox Chapel will also release five other Ninja Kitties books in 2022 with more to follow in 2023.