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## Actioned-Packed Ninja Kitties Brand with Strong Family Focus Makes Debut at Licensing Expo 2022



**Lancaster, PA**—Fox Chapel Publishing is pleased to announce a new character-driven children's book series and brand: **Ninja Kitties**. Packed with messages of goodness, kindness, and empathy, the Ninja Kitties—seven royal kitties who transform into ninja kitties to save the day—make their debut in Las Vegas at this year's Licensing Expo.

Fox Chapel Publishing worked closely with award-winning creator Kayomi Harai to introduce an empowering book series for young children. Harai originally envisioned Ninja Kitties to inspire children to believe in their inner strengths. Harai will be signing early copies of the first book in the Ninja Kitties series on May 24 and 25 of Licensing Expo to help celebrate the brand launch.

Harai and the Fox Chapel team also collaborated with innovative storyteller Rob Hudnut to create message-driven stories for the series. Hudnut, who also helped launch popular stories for Barbie, Hot Wheels, Rescue Heroes, and other memorable Mattel brands, created storylines for the Ninja Kitties books that provide a strong family focus as well as social and emotional learning tools for kids today.

The psychology of play was also a key factor during the creation of Ninja Kitties. Brand advisor Sujata Luther, a former EVP of Nickelodeon Consumer Insights, was on the creative board to map out characters and situations that would make a strong impact on children and their families—especially during today's environment.

"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.

Fox Chapel Publishing will launch six books in 2022 with several more to follow in 2023.

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Adorably endearing characters, rich delicious visuals, and delightfully funny stories, Ninja Kitties provides kids with messages of goodness, kindness, bravery and empathy, all set within a loving family and community.”

—**SUJATA LUTHER**  
**FORMER EVP**  
**NICKELODEON**  
**CONSUMER**  
**INSIGHTS, COO MGA**  
**ENTERTAINMENT, SR VP**  
**GLOBAL CONSUMER**  
**INSIGHTS MATTEL**

