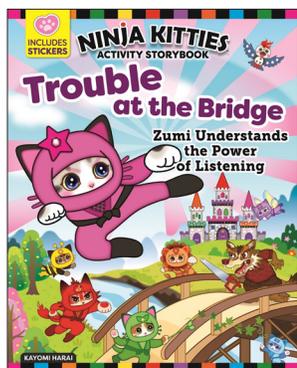




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Actioned-Packed Ninja Kitties Book Series Provides Strong Family Focus; Brand Debut is Set for Spring 2022



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 through a combination storybook/activity book series this spring.

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 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," says Luther. Ninja Kitties is the perfect stage for teaching valuable life lessons."

Through its children's imprint, Happy Fox Books, the publisher will launch several books this Spring 2022, with more to follow in 2023.

“

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

