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Hot Baby Product Newcomer K.C. Fuzzy Makes First Public Appearance at Baby and Tween Celebration LA

Southern California retailers and consumers will be able to see firsthand April 25-26, 2009, at the Los Angeles Convention Center why baby product newcomer K.C. Fuzzy has mom bloggers raving about its unique, realistic and adorably cute line of snapsuits and art prints. The entire line will be artfully displayed with shadow box frames and easels at Booth 108 at the upcoming baby expo extravaganza Baby and Tween Celebration LA.

K.C. Fuzzy products stand out from the pack of typical cutesy baby products thanks to their highly realistic, detailed baby animal illustrations. In keeping with the subject matter, the color scheme is natural color, rather than the predictable, standard pinks and blues. The attention to natural extends to quality as well—the snapsuits are made with super-soft combed cotton and safe non-phthalate ink, and come in special gift boxes. And each K.C. Fuzzy snapsuit is silkscreened by hand, so no two are exactly alike. All the art prints are hand-signed, double-matted, and include a certificate of authenticity.

Covington uses exotic animals such as baby chimpanzees, pandas and tigers as her subjects. “I try to capture some of the special, emotional qualities of animals—joy, curiosity, innocence, amusement—without stripping away the beautiful colors and patterns provided by nature,” she says.

Retailers will find the line an eye-catching designer plus to their displays. “Baby boutiques usually overflow with pastels and baby cartoons,” Covington points out. “The original artwork featured in my products will stand out on a shelf. Plus, I offer great wholesale prices, making designer baby apparel affordable.”

As a special in-booth offer to consumers, K.C. Fuzzy will be selling its snapsuits and double-matted art prints at the show—and paying the sales tax! (Snapsuits are \$28; prints are \$22.) Wholesale information will also be available to retailers.

To celebrate its first expo appearance, K.C. Fuzzy is holding a coloring contest. Visitors can step up to the special coloring table and color in their favorite fuzzy animal on an entry card using colored pencils—the same medium that K.C. Fuzzy illustrator Katie Covington uses in original K.C. Fuzzy illustrations. All will be entered in a drawing, and the winner will receive a K.C. Fuzzy art print. The best colored-in animals will be featured on the K.C. Fuzzy website—www.kcfuzzy.com—after the expo. The drawing for a free art print will take place on April 29, and the lucky winner will be shipped their prize.

Check out the entire K.C. Fuzzy line at Booth 108 at the L.A. Convention Center and see firsthand why this four-month Los Angeles-based company is quickly becoming the new hot topic of the baby apparel world. KC Fuzzy designs are available on infant snapsuits in sizes 3M, 6M and 12M, and can be purchased online at www.kcfuzzy.com.

K.C. Fuzzy owner and illustrator Katie Covington will be available for interviews at the show. To schedule an appointment, contact her at kcfuzzy@kcfuzzy.com.

www.kcfuzzy.com

PO Box 4451, Palos Verdes Peninsula, CA 90274 • Phone/Fax: (310) 606-2708 • kcfuzzy@kcfuzzy.com