

Entrepreneur Teen Sisters Launch Kickstarter for New “Curly Petz” Toy Invention on National “Kid Inventors Day”

SAN DIEGO, CA - After winning 1st place at the annual San Diego Inventor’s Forum Contest for their innovative creation of “**Curly Petz**”, **Tana and Myla Zapf** knew they were on to something. The entrepreneurial duo’s unique stuffed animal invention has earned them patents in the U.S and E.U. for **Curly Petz**.



Curly Petz 45 day Kickstarter campaign launches on National Kid Inventors Day, January 17, 2017 featuring the popular tiger design.

“When we were little kids we both lost special stuffed animals. We remembered how traumatic it was for us,” said Tana. “We came up with the idea of a stuffed animal that would hold on to a child instead of the child having to hold on to the stuffed animal.”

“Kids get distracted and tired when they’re playing,” added Myla. “How many times have parents, like ours, retraced their steps through the park, the playground, or the store, looking for that special toy?”



Curly Petz is designed around the wildly popular slap bracelet, easily curling around your arm or wrist. Kids love cuddling and playing with the animals and “slapping” them on, while parents love that they won’t get lost or fall on the ground.

Additionally, a specially designed magnetic wall mount acts as the Petz “Home Base” and keeps them organized and off the floor at home (Pictured left – tiger hanging from wall mount).

“We’ve had an extensive education outside of school about the business world, meeting with manufacturers, distributors and buyers. We learned about the world of mark-ups and margins and what retailers are looking for in order to sell **Curly Petz**,” said Myla. “But it wasn’t completely foreign to us since we are big fans of the TV shows, Shark Tank and The Profit.

“The retail and theme park buyers we’ve met with gave us good advice. The buyer for the San Diego Zoo/Safari Park told us she thought that **Curly Petz could very well be the next big thing in Plush** (Stuffed Toys),” said Tana. “They all told us they would sell **Curly Petz** but we need to raise money to buy inventory.”

With a manufacturer in place and several more animal designs ready-to-go the Zapf sisters are excited to Kickstart their business, hoping to join the ranks of successful kid inventors.

Contact info and more next page:

Kickstarter Campaign : Kickstarter@CURLY PETZ **live on Jan 17, 2017.**

Media Contact: EricDZapf@gmail.com - 619.384.8416

Web Site: www.CurlyPetz.com

Instagram: <https://www.instagram.com/curlypetz>

Facebook: <https://www.facebook.com/curlypetzofficial>

Press Kit: www.dropbox.com/sh/7egnvgncstkrz/AACyVaGT6QL9L4PNygMsh3aEa?dl=0



Toy Industry Info:

-Toy industry sales growth better than overall economy:

<https://www.npd.com/wps/portal/npd/us/news/press-releases/2016/stellar-performance-for-us-toy-industry-growing-nearly-7-percent-in-2015/>

Toy Sales Statistics:

http://www.toyassociation.org/tia/industry_facts/salesdata/industryfacts/sales_data/sales_data.aspx?hkey=6381a73a-ce46-4caf-8bc1-72b99567df1e#.WBK2kvkrLIU

Plush Toy Sales \$1B industry in the US in 2015:

<https://www.statista.com/statistics/247414/toy-sales-in-the-us--plush-animals/>

Mark Twain Quote:

Nothing that grieves us can be called little: by the eternal laws of proportion a child's loss of a doll and a king's loss of a crown are events of the same size.

- *Which Was the Dream?*

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