



INCREDIBUILDS, A NEW 3D MODEL LINE, LAUNCHES AT RETAIL JUST IN TIME FOR SUMMER

**--MULTIMEDIA PUBLISHING COMPANY, INSIGHT EDITIONS,
TAKES LEAP INTO THE TOY AISLE--**

San Rafael, CA (May 2, 2016): Multimedia publisher Insight Editions is launching a new line of 3D wood models and educational guidebooks called IncrediBuilds. Available at leading retailers, including Barnes & Noble, this new innovative building line includes a wide variety of assemble-it-yourself, customizable, freestanding 3D wood models and companion books and booklets that features some of today's hottest characters, monuments, and animals. Composed of Earth-friendly FSC-certified wood, IncrediBuilds also offer an eco-friendly building alternative that doesn't require glue or cumbersome tools and is easy to color and customize, resulting in artwork ideal for display.

"The IncrediBuilds line builds off of our experience in creating engaging and visually immersive experiences beyond publishing with the launch of a crafting line that stimulates creativity, imagination, and learning," says Raoul Goff, Publisher and CEO. "We've developed a quality product that opens the door to a greater, more creative world for those young and old. By encouraging kids to explore, design, and build, IncrediBuilds also helps foster an early love of STEAM."

Crafts and activities offered with a line like IncrediBuilds that reinforces Science, Technology, Engineering, Arts, and Math (STEAM) help prepare kids for the real world by building important spatial, reasoning, and problem-solving skills. IncrediBuilds also encourages children to express their artistic side. "Parents feel good about activities that support STEAM, such as the IncrediBuilds, because they recognize the developmental benefits of the product," Raoul Goff, Publisher and CEO, adds.

Children, adults, and hobby-enthusiasts can construct their own IncrediBuilds alone or with friends, making them the perfect rainy day or party activity. No glue or tools are necessary to build the unique models, and each set comes with instructions and decorating tips. For added value, some sets also feature a deluxe hardcover book filled with fun facts, full color illustrations, and coloring and crafting ideas for customization.

IncrediBuilds is now available nationwide at leading retailers including Barnes & Noble, ranging in price from \$14.99 to \$19.99). For more information about the line, please visit <http://www.IncrediBuilds.com> or follow/like us on:

Facebook: www.facebook.com/IncrediBuilds

Twitter: @Incredi_Builds

YouTube: IncrediBuilds

About Insight Editions

Insight Editions celebrates cultural milestones in film and television, gaming, music, art, comics, and sports through immersive and imaginatively designed books, collectibles, journals, scrapbooks, and other innovative offerings. By combining the highest quality production values with the time-honored traditions of publishing rich subject matter, Insight Editions is committed to creating unique products that offer readers engaging new ways to experience their favorite films, games, or artists. Beautifully designed and informative, products from Insight allow fans to learn and use their imagination to create and expand beyond familiar worlds. In 2016, Insight Editions launched IncrediBuilds, a 3D wooden modeling line that features some of today's most popular characters, monuments, and animals.

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