

Horizon Group USA Holiday of Play 2020 Fact Sheet

Mixy Squish™ by Horizon Group USA

Mixy Squish™ Tabletop Creativity Desk *

MSRP: \$19.99 – 29.99

Ages: 3+

Transform airy, fluffy clay into a world of seriously squishy, textured fun with the Mixy Squish™ Tabletop Creativity Desk! With 5 oz. of pre-made, pre-textured Mixy Squish colors — with crunchy, glittery add-ins — plus 14 sculpting tools and 3 double-sided molds, creative sensory fun takes on a whole new meaning! Bring out the magic in your Mixy Squish by kneading it with your hands for a minute or two — softening the clay makes it easier to use! Then, jump right in and start creating! Create on the convenient carry and storage case — the flat top is ideal for rolling, flattening and creating. Use the included molds and texture plates to add extra dimension to your projects! Follow the fully-illustrated instruction booklet to learn how to use your sculpting tools and molds to make cute creatures and characters. After making your magical creations, let the air-dried squishiness take the lead. Your creations will be completely dry after 24-48 hours — but they'll stay soft and spongy! Feel like adding more details after your creations dry? Use markers or paint to decorate, or add more clay on top for layers of fun!

Availability: [Amazon](#), Walmart



Rainbow Mixy Squish™ Deluxe Pack

MSRP: \$26.99

Ages: 3+

Transform airy, fluffy clay into a world of seriously squishy, textured fun with the Rainbow Mixy Squish Deluxe Pack! With 20 oz. of pre-made, pre-textured Mixy Squish colors — with crunchy, glittery add-ins — plus 14 sculpting tools and 3 double-sided molds, creative sensory fun takes on a whole new meaning! Bring out the magic in your Mixy Squish by kneading it with your hands for a minute or two — softening the clay makes it easier to use! Then, jump right in and start creating — follow the fully-illustrated instruction booklet to learn how to use your sculpting tools and molds to make super squishy s'mores, rainbows, and more. Or, roll and press your Mixy Squish into super squishy shapes of your own! After making your masterpieces, let the air-dried squishiness take the lead — your creations will be completely dry after 48 hours, but they'll stay soft and spongy!

Availability: [Amazon](#)



Mixy Squish™ Bags (6 oz. total)

MSRP: \$8.99 (each)

Ages: 3+

Transform textured stretchy clay into a world of squishy fun with Mixy Squish™! With 6 oz. of pre-made, pre-textured Mixy Squish colors — with crunchy, glittery add-ins — there are endless ways to mold, shape, and form tons of squishy creations! Bring out the magic in Mixy Squish by kneading it for a minute or two — softening the clay makes it easier to use! Then, jump right in and start creating! After making magical creations, let the air-dried squishiness take the lead. After 24-48 hours, Your creations will be completely dry after 24-48 hours — but they'll stay soft and spongy! Feel like adding more details after your creations dry? Use markers or paint to decorate or add more clay on top for layers of fun!

Available in fun themes including: Marbled, Sparkle, Confetti

Availability: [Amazon](#)



Mixy Squish™ Scented Sweet Shoppe

MSRP: \$12.47

Ages: 3+

Transform airy, fluffy clay into a world of squishy, scented, textured fun with the Mixy Squish™ Scented Sweet Shoppe! With 5 oz. of pre-made, pre-textured Mixy Squish colors — with super-sweet scents and tons of crunchy add-ins — plus 14 sculpting tools and 3 sweet treat molds, creative sensory fun takes on a whole new meaning! Bring out the magic in your Mixy Squish by kneading it with your hands for a minute or two — softening the clay makes it easier to use! Then, jump right in and start creating! Follow the fully-illustrated instruction booklet to learn how to use your sculpting tools and molds to make the sweetest details and treats — from ice cream cones to cupcakes and popsicles. Or, roll and press your Mixy Squish into super squishy shapes of your own! After making your magical creations, let the air-dried squishiness take the lead — no baking necessary. Your creations will be completely dry in 24-48 hours — but they'll stay soft and spongy! Feel like adding more details after your creations dry? Use markers or paint to decorate, or add more clay on top for layers of fun!

Availability: Walmart



Story Magic™ by Horizon Group USA

Story Magic™ Storybook Maker

MSRP: \$19.99 - \$24.99

Ages: 4+

Create. Pretend. Play. Immerse yourself in the whimsical world of Story Magic™ — where you can inspire imagination and creative thinking through open-ended storytelling. Open up the box to find a magical storybook and everything any storyteller needs to create their own tales. Spin the story wheel to add characters, emotions, and settings to your story — then use the drawing guide, stencils, and markers to bring it all to life in your drawing guide book! Of course, the best stories have special surprises — so add confetti and gemstones in fun shapes and sizes! Make every page in your storybook unique by gluing down punch-outs from the included sheets. Then stick, adjust, and re-stick the repositionable stickers anywhere you please! Act out your story by putting on the unicorn mask, and use your double-sided play scene to discover the places your imagination can take you!

Availability: [Amazon](#), Claire's, Maisonette, Target



Story Magic™ Unicorn Dream Dollhouse * + Fairy Dream Dollhouse (sold separately)

MSRP: \$19.99

Ages: 4+

Create. Pretend. Play. Immerse yourself in the whimsical world of Story Magic™! Open up the packaging and say hello to the most huggable, loveable plush unicorn tucked away in its magical wooden dollhouse. Fill out your unicorn's birth certificate to make the magic official, and create an enchanted castle by decorating the dollhouse with sparkly 3D stickers and a starry garland. Create your own Story Magic by filling in the blanks in your mini story maker, and explore adventures in a magical world all your own!

Availability: [Amazon](#)



* = Product demonstrated during Holiday of Play

Story Magic™ Decorate Your Own Light Up Unicorn *

MSRP: \$14.99

Ages: 4+

Create. Pretend. Play. Immerse yourself in the whimsical world of the Story Magic™ Light-Up Unicorn! Explore your creativity as you mix and match vibrant paint colors on a ready-to-decorate unicorn and discover the magic in every brush stroke. Once dry, insert three “AAA” batteries and flip the switch to the “ON” position to light-up your unicorn and bring a little wonder to any space! Create your own Story Magic by filling in the blanks in your mini story maker, and explore adventures in a magical world all your own!

Availability: [Amazon](#)



Just My Style® by Horizon Group USA

Just My Style® Mermaid Bank *

MSRP: \$9.97 - \$14.99

Ages: 6+

Paint and decorate a one-of-a-kind savings bank for a super stylish adventure with the Just My Style® Mermaid Bank! Open the metallic paint pots and add holographic designs to create explore a whole new world of creativity. Mix and match colors to create the loveliest aquatic hues and embellish your details with shimmery glitter! Keep your mermaid bank in a safe place to save your treasures — before you know it, you'll have enough for an extra mer-mazing adventure!

Availability: [Amazon](#), Walmart



Just My Style® All-in-One Jewelry Carry Case

MSRP: \$29.99

Ages: 6+

With the Just My Style® All-in-One Jewelry Carry Case, it's easy to design your own vibrant accessories! Packed with a variety of cording and beads, each jewelry piece can be uniquely detailed with colorful patterns, monograms, and fun textures. Learn different bracelet-making techniques with ease as you use the friendship wheel and easy-to-follow directions. Whether you make bracelets to match your favorite outfits or personalized keychains to share with friends, this all-in-one kit has everything you need to start creating — plus a carry case to keep yourself organized and design on-the-go!

Availability: [Kohls](#)



Just My Style® Ultimate Sketchbook *

MSRP: \$9.97

Ages: 6+

Express yourself through creativity with the Just My Style® Ultimate Sketchbook! Fill all 80 pages of the spiral-bound sketchbook with fun doodles or create your own bullet journal! Add a touch of YOU to every page with over 50 adorable accessories! Practice hand lettering with the brush markers or keep it classic with the gel pens — this set has everything you need!

Availability: [Walmart](#)



YOUiverse® by Horizon Group USA

YOUiverse® Ultimate Crystal Growing Laboratory *

MSRP: \$21.97 - \$29.99

Ages: 8+

Grow your own crystal magic and make your YOUiverse® shine! With the YOUiverse Ultimate Crystal-Growing Laboratory, you can learn the science behind nucleation, molecular reactions, and more. Bring a little magic to any atmosphere with crystal-growing figurines — made by you. Discover how science and style come together as you create sparking, crystal-growing accessories. Or, learn how easy it is to make a rainbow that shines no matter the weather with a simple chemical reaction. From the outside in, every crystal is unique — and with the YOUiverse Ultimate Crystal-Growing Laboratory, you can learn why!

Availability: [Walmart](#), Indigo



YOUiverse® Rainbow Light Catchers

MSRP: \$12.97

Ages: 6+

Create sparkling crystal window art with the YOUiverse® Rainbow Light Catchers set! See the properties of matter in action as the crystal beads transform into a glass-like appearance in trendy metal frames! Experiment with color mixing and design 4 custom metal-framed suncatchers while diving into a hands-on science lesson. Includes fun-fact illustrated poster about rainbow science & light!

Availability: [Michaels](#), Walmart



STMT by Horizon Group USA

STMT D.I.Y. Style Box

MSRP: \$24.99

Ages: 6+

How many ways will you make a STMT?! Master the art of bracelet-making or design your own scrunchies. Customize a water bottle and embrace a new creative space inside an inspiration journal. The minute you open the STMT D.I.Y. Style Box, you'll discover all the amazing places your creativity can take you — over 40 D.I.Y. projects!
Availability: Coming to Target end of October!



Made By Me® by Horizon Group USA

Made By Me® Sewing Machine *

MSRP: \$21.97

Ages: 6+

Discover how fun and easy it is to master the art of sewing with the new and improved Made By Me® Sewing Machine! Learn the fundamentals of setting up a sewing machine to create different stitch work. This upgraded machine makes it easy to introduce sewing to first-timers! Pre-threaded and ready to use, jump right in and start creating by following the fully-illustrated instruction booklet! Learn how to create a patchwork pillow, tic-tac-toe game, fabric bookmark, or even fuzzy creatures like a unicorn or a butterfly! Whether you use the included fabrics or some of your favorites from home, this set contains all the tools you need to become a sewing expert!

Availability: [Walmart](#), Indigo



Made By Me® Create Your Own Handprint Frame *

MSRP: \$9.99 - \$12.99

Ages: 6+

Pause. Take a step back. Freeze this moment in time with the Made By Me® Create Your Own Handprint Frame! From the day you press your handprint into the clay and explore a new art technique, to many years later, when you reflect on how much you've grown — cherish life's special moments and create memories that last forever with your own keepsake frame. Place the clay inside the included frame and press your hand into the center. Allow the clay to dry and settle overnight, then use the included paints and brush to make it completely your own. When your design dries, bend the back of the frame to balance it on a tabletop or shelf and cherish this moment forever!

Availability: [Amazon](#), [Walmart](#)



The Young Scientists Club Plasma Globe *

MSRP: \$24.99

Ages: 14+

Experience electricity at your fingertips with The Young Scientists Club Plasma Globe! Plug in the plasma globe and spark curiosity in electricity — analyze the different plasma beam reactions to sound and touch! Experience the electricity at your fingertips as soon as you touch the globe — watch an electrical charge follow your every move! Then, flip the switch and turn on your favorite song to watch a sound-activated light show! Don't forget to make your plasma globe completely unique — add awesome glow-in-the-dark stickers!

Availability: [Amazon](#)



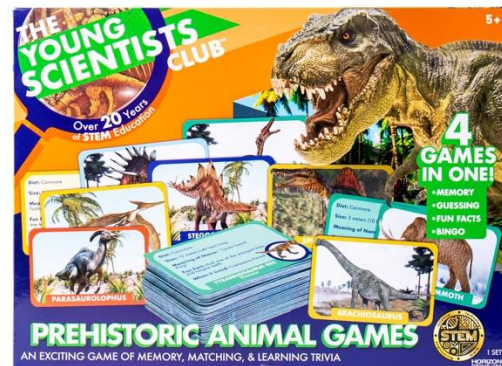
The Young Scientists Club Prehistoric Animals Card Game

MSRP: \$12.99

Ages: 5+

Put your knowledge of ancient creatures to the test with dino-mite Prehistoric Animals Card Games! Complete with 80 illustrated game cards, a hands-on activity poster, and easy-to-follow instructions — this exciting card game from The Young Scientists Club makes learning a fun, interactive experience! Challenge your friends to an exciting game of bingo, test your memory, guess the animal, and have fun with the facts!

Availability: Amazon



The Young Scientists Club Ocean Animals Card Game

MSRP: \$12.99

Ages: 5+

Take a deep dive under-the-sea and put your knowledge to the test with Ocean Animals Card Games! From bingo to memory games and fact-filled trivia fun, this exciting game card set from The Young Scientists Club makes learning a fun, interactive experience! Challenge your friends with 80 illustrated game cards, get hands-on with an activity poster, and follow the easy-to-understand instructions to let the games begin!

Availability: Amazon

