

FOR IMMEDIATE RELEASE:

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12BY12 Design

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**BROWN, WHITE AND GREEN ALL OVER:
NEW ELIA™ CARDBOARD CHAIR OFFERS
EARTH-FRIENDLY CREATIVITY FOR KIDS**

Take a few ingeniously designed pieces of 100 percent recyclable cardboard, put them together, decorate to your heart's content and what have you got? A unique work of art. A great-looking piece of furniture you can really use. And most of all, a highly creative, environmentally responsible way of making fun with kids – the new Elia™ Mini Chair from 12BY12 Design.

The Elia Mini Chair is the perfect birthday, rainy day or any day activity for parents and kids age four and up. It's quick and easy to put together – no tools required. It's the ultimate blank canvas for inspiring a child's creativity – perfect for painting, scribbling, stickers, writing, collage or decoupage. And kids love the sense of accomplishment they get from making a real chair they can actually sit on. In fact, the Elia Mini Chair is sturdy enough to support 200 pounds!

Decorate. Redecorate. Recycle.

The Elia Mini Chair is made from all natural, recyclable cardboard, brown on one side and white on the other, so kids can choose which color they want their chair to be. And when they're finished decorating it, the chair can be taken apart, put back together and redecorated using the other side of the cardboard for an entirely new look. All done using it? No guilt about tossing toys in a landfill. Just take the Mini Chair apart and recycle it.

About 12BY12 Design

12BY12 Design was founded in 2008 by Michael Gross, an architect and engineer with a passion for creating useful, recyclable, elegantly designed products that anybody can put together from the humblest of everyday materials – ordinary cardboard. The Elia Mini Chair, named after the founder's daughter, is the company's first product. Elia products are available at www.creativekidstuff.com, <http://shop.walkerart.org> and www.eliafun.com.

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