



**FOR IMMEDIATE RELEASE**  
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**Magnet-free, Soft Foam Construction Toy Now Available**  
*New Foam Construction System Delivers on Imagination and Fun*

(Zebulon, NC) – Parents have a new alternative for soft, magnet-free child’s play this fall. Now available in Toys “R” Us stores and through on-line retailers, Planet FOAM’s DreamBuilders™ magnet-free foam construction system offers kids a safe and fun way to create their own play space.

A creative construction system for children ages four and up, Dream Builders features safe foam tubes and plastic connectors that simply click and connect to build objects and structures. Once pieces are connected, printed fabric panels easily slide on to complete the fantasy. Three assortments are available, allowing kids to create their own worlds or anything else they can imagine.

“We wanted to create a safe foam construction product that supported creativity in children, while ensuring safe play,” explained Jeff Slater, Director of Retail for Planet FOAM. “As we began to learn of some of the problems magnets posed in toys, we knew we wanted to develop a different solution. The foam tubes and plastic connectors eliminate concerns over magnets and offer children a fun way to ‘click, connect and create’ exciting spaces.”

No magnets, clips or small parts are needed! Each DreamBuilders creative construction system includes foam tubes, plastic connectors, fabric panels and a large zippered storage bag making it safe to play and easy to put away and store. Dream Builders will retail for \$49.99. Three themes are available at various retailers as listed below:

Toys “R” Us and On-line\* Retailers:

- DreamBuilders Clubhouse - brings the backyard into the home. Kids can create their own private spaces in their kids-only clubhouse.

Online Retailers\* Only:

- DreamBuilders Pirate Ship - everything you need to build a pirate ship. With a few extra hands on deck, kids will be sailing away for a high seas adventure.
- DreamBuilders Princess Castle - transforms playrooms into kingdoms. After building their dream castle, kids rule in their own fantasy land.

Planet FOAM is a division of Nomaco. A privately-held company, Nomaco has been supplying foam products to the retail toy industry for more than 15 years. With three manufacturing facilities in the United States, Nomaco is a leading producer of swimming pool noodles and other foam products. Visit [www.planetfoam.com](http://www.planetfoam.com) for more information on this new line of products. Planet FOAM, where Fun is On a Mission.

\*On-line retailers carrying DreamBuilders include: [www.etoys.com](http://www.etoys.com), [www.target.com](http://www.target.com), [www.amazon.com](http://www.amazon.com) and [www.tru.com](http://www.tru.com).