

## **Your Next Gathering Is Black-TILE Optional**

*BLACK: Sophisticated new Magna-Tiles draws in new audiences; Surrender to the dark side*

**For Immediate Release.** XXX, 2015. In outer space, black holes have a pull so strong nothing can escape them. The same is true for Black — the newest collection of award-winning Magna-Tiles ([www.magnatiles.com](http://www.magnatiles.com)).

These all-black tiles (32-piece set) exert a magnetic pull, drawing in children and adults, alike, into fun, imaginative play—building and learning.

Adults are utilizing Magna-Tiles around their homes and tables for décor and holiday fun (Ice, an all-clear set, debuting Spring 2015, was the first Magna-Tiles set with a more modern color design). Stylish and sleek, the new black tiles are the perfect way to lure guests to the dinner table, and to encourage interaction at business receptions and corporate retreats. What's more, placed in the middle of a conference room table or atop a mantel, the tiles are destined to attract attention.

Since 1997, Magna-Tiles have become iconic in households and schools around the world. All Magna-Tiles are geometrically shaped, come in a variety of different sizes, and adhere magnetically on every side. Grown-up and young builders lose themselves creating amazing structures without realizing they also are learning about math, science, and technology.

“Magna-Tiles spark creativity, artistry, logic, and spatial reasoning. Time and again we see parents who buy them for their kids, but can't stop playing with the tiles themselves!” says Magna-Tiles CEO Rudy Valenta, Sr. with a laugh. “The black tiles can be used alone or to complement our other sets,” he continues, “and we've also had requests from design schools where students can only build with black, white, or grayscales.”

Magna-Tiles have been used to craft mod and modular purses and earrings by *Project Runway* designers; as elegant and entertaining centerpieces, as decorative and illuminating fixtures; as a tool to engage children with learning disabilities; and more.

**ABOUT MAGNA-TILES:** Magna-Tiles were invented in 1992 by a Japanese math teacher to help children learn about shapes through play. Magna-Tiles are found in millions of homes around the world, in 90,000 preschools and kindergartens, in more than 50 museums and informal learning institutions, and countless boardrooms and showrooms. The company offers an array of product tiles in myriad sizes and colors.

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