



**The Elmer's® Brand Launches New Activity to Inspire Kids' Imagination**  
March 20, 2023

*Mix, pour, and play your way into the fun, colorful world of Elmer's® Squishies!*

ATLANTA, March 20, 2023 (PRNewswire) – Elmer's®, the #1 glue brand for schools and at home, is expanding its activity collection with new Elmer's Squishies, designed to inspire your child's imagination. This DIY kit includes everything to make your own customized, surprise squishy toy. Simply mix the ingredients with colored glue, pour into the Mystery Mold, and after 60 minutes, pop out your mystery character and play!

Experience the fun, interactive Multichannel News Release here: <https://www.elmers.com/press/2023/03/20/elmers-brand-launches-new-activity-to-inspire-kids-imagination>

With more than 80 Elmer's Squishies characters, including 12 new characters, kids can play and snugg with friends as they aim to collect them all for the ultimate adventure. The fun continues on [www.elmers.com](https://www.elmers.com), where kids can learn more about their characters, including their names, birthdays, families, friends and even rivals, to bring storytelling into their play.

"The Elmer's brand serves to inspire kids' imaginations and productive play, and with Elmer's Squishies kids 6 and up can harness their creativity in a hands-on way, whether by customizing with colored glues and glitter, collecting all 80 characters or exploring the world of Squishies with friends," said Gina Lavers, Vice President, Brand Management, Learning & Development at Newell Brands.

Elmer's Squishies can be purchased at [www.elmers.com](https://www.elmers.com) starting at \$9.99 for a single pack. For more information on Elmer's Squishies, head to [www.elmers.com](https://www.elmers.com) or visit [Facebook](https://www.facebook.com/elmers) or [Instagram](https://www.instagram.com/elmers).

**About Elmer's®**  
Elmer's® Products, Inc., has been providing creative adhesive solutions that support success and turn ideas into reality. By continuing to develop innovative new products, Elmer's® has become the trusted brand when it comes to fueling creativity and providing outstanding product performance in the classroom, at home, in the workshop and at the craft table. Elmer's® inspires people to create, build and learn for life. For more information, visit [www.elmers.com](http://www.elmers.com).

**About Newell Brands**  
Newell Brands (NYSE: NBL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Rubenstam, FoodSaver®, Calphalon, Saxe, Sharpie, Paper Mate, Dymo, EXPO, Elmer's, Yankee Candle, Gaius, N.K. Rubenstam Commercial Products, SpicSpan, Coleman, CampQwik, Oxo, Sunbeam and Mr. Coffee. Newell Brands' beloved, iconic brands enhance and brighten consumers' lives at home and outside by creating moments of joy, building confidence and providing peace of mind.

The press release and additional information about Newell Brands are available on the company's website, [www.newellbrands.com](http://www.newellbrands.com).

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