



FOR IMMEDIATE RELEASE

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33 CRAZY-CLEVER GIFTS YOU'LL WANT TO KEEP FOR YOURSELF

Knock Knock Debuts New Spring 2016 Line—And It's Like, Totally Awesome

VENICE, California, Jan. 31, 2016—[Studies show](#) that a thriving sense of humor benefits overall health—physically, mentally, and socially. Knock Knock has introduced 33 new items to its catalog of clever gifts and books, keeping your wellbeing in check. This spring release includes five fresh formats, including new fill-in-the-blank [MeWrites journals](#) that allow gift-givers to co-author legendary classics; [Pad Folios](#), which are sturdy Knock Knock pad protectors; [Pen-to-Paper Mousepads](#) that include a tray for users to store his or her writing tool of choice; and [The Big Book of Awards for Grownups](#), which showcases awards for all types and occasions, ready to be personalized, punched-out, and presented.



New MeWrites Journals by Knock Knock.

Other newbies include the Quote Books series—[This is Like, Totally a Quote Book](#) and [This is a Fucking Quote Book](#)—originally conceived by Knock Knock CEO and founder, Jen Bilik. Each book alters the text of 86 quotes from a range of historic and pop culture figures by adding in “like” and “fuck” respectively—unfolding unexpected hilarity.

“I love [the Quote Books] because the conceit is so simple and smart—and they make me laugh over and over again. I’ve overheard our editors proofing these and busting out in laughter—and others reading quotes out loud in the office,” Craig Hetzer, Knock Knock Publisher, said.

Among the six new books are two acquisition titles: [The High Five Handbook:](#)

[*The Secret Guide to Shakes, Bumps, Slaps, and Other Gesticulations*](#) by the clandestine Hand & Knuckle Society and [*Our Precious Pooper: A Brutally Honest Journal of Baby's First Few Years*](#) by Megan Rubiner Zinn. Knock Knock continues to publish two to three new titles per season acquired from outside authors, bloggers, and other creative types.

Rounding out the release are bestselling line expansions including two new [*Fill In the Love™ journals*](#) and a photo album called [*Ussies: A Photo Album of We, Ourselves, and Us*](#), recently featured in Real Simple magazine and a natural sequel to the popular Selfies Photo Album introduced in 2015.

New Knock Knock items can be found online at knockknockstuff.com and Amazon, and will be available in select U.S. and Canadian retailers, booksellers, and gift boutiques in February.

Knock Knock's spring line recently showcased at San Francisco Market, Atlanta Gift Show, Dallas Gift Market, and Las Vegas Market. Knock Knock will be at NY NOW Jan. 30 through Feb. 3, Booth 7404. For more upcoming wholesale shows, visit knockknockstuff.com/wholesale.

About Knock Knock

We are Knock Knock, independent makers of clever gifts, books, and whatever else we can think up. We bring humor, creativity, and smarts to everyday life. Our crackerjack in-house team has been making goods and writing books from the ground up since 2002. These days we also acquire new titles from outside authors, bloggers, and other creative types. Whether we're producing sticky notes or a volume of thoroughly researched nonfiction, we happily dispense irreverence, wordplay, and wit from our sunny perch in Venice, California, to folks around the globe.