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For Immediate Release

Relevant Play provides Stress-Relief and Hope for Kids and Parents

The toy company recently donated Mad Mattr to Children's Hospital Colorado and Boys & Girls Clubs of Metro Denver

(April 21st, Denver, Colorado) - Relevant Play, the creators of *Mad Mattr*, is determined to get more stress-relieving toys to children who deserve a little extra play time, and parents looking for a solution to keep kids busy. With the stay-at-home order in effect, Relevant Play donated *Mad Mattr* to both Children's Hospital Colorado and Boys & Girls Clubs of Metro Denver.

"Heading to the hospital can be scary at any age and especially when you're young. More so, a lot of kids have limited access to essentials, such as time with family, home cooked meals and playtime with other kids, like they had before the shutdown. We hope sending *Mad Mattr* to hundreds of kids at Colorado Children's Hospital and Boys & Girls Clubs will mean more kids will remember what it's like to just...be able to "play" without so much stress and worry", says CEO Chad Lucero.

Mad Mattr is a super-soft building compound that easily molds and shapes into endless creations. It's a win-win for parents because it's incredibly easy to clean up, plus its non-toxic formula is wheat, gluten and casein-free. As the company tagline reads, it's "The greatest Mattr in the Universe!".

While *Mad Mattr* was originally created for children, it's also great for parents who need a minute for themselves in between work, virtual class time and entertaining.

"We've been told by more and more parents that they've been purchasing extra *Mad Mattr* Quantum Packs to help with stress relief while they cohabit offices and play areas." says CEO Chad Lucero.

Relevant Play says they've even begun hosting *Mad Mattr* contests on their internal weekly Zoom Meetings for 'Best Weekly Creations'. Just one of many ways adults can join in on the fun and burn off stress from balancing work from home with playtime requests.

"We've seen mother's and father's posting about how fun it was to build a castle and other creations with their kids to pass their time indoors. We've also been tagged in some interactive posts on social media that show *Mad Mattr* being used as the base for DIY sensory bins, which are great for therapy and developmental learning. At Relevant Play, we think it's extremely important for kids to enjoy both learning and playtime while they're transitioning from the classroom setting to online learning." noted Lucero.

Mad Mattr is available in specialty toy stores, many of which are still operating with their online shops or on a 'call-ahead ordering' system, plus Amazon, and Target.

About Relevant Play

Relevant Play is passionate about creating awesome toys for kids that encourage imaginative and open-ended play. We absolutely believe playing and learning go hand-in-hand.

With this vision, we've brought to market numerous, award-winning toys to nurture the creative genius that naturally lies within all children. Our compound products include *Mad Mattr – The Greatest Mattr in the Universe!* Along with *Kinetic Sand* and *Shape It* brands. To complement these brands, we also have a range of innovative molds, like the Ultimate Brick Maker®, and accessories to further enhance sensory play! We are also introducing a new meaning to "Spring Training" with *Coilz™*, an all-new tactile collectible and game brand, as well as bringing STEM learning with *Build a Bot*, where you can build your very own robotic pet!

Relevant Play products can be found on *Amazon*, *Target* and at specialty toy retailers around the world. Relevant Play offices are located in Golden, Colorado; Dublin, Ireland; and Hong Kong.

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