



MEDIA ADVISORY  
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## **IAmElemental to Unveil New Female Action Figure at Toy Fair NY**

NEW YORK – February 1, 2018 – [IAmElemental](http://www.IAmElemental.com), creators of the first female action figures designed specifically for children, will reveal the company’s new Series 2/Wisdom Warrior Core Power action figure at Booth #5207 at the North American International Toy Fair on February 17-20, 2018.

IAmElemental’s strong, healthy female action figures invite girls and boys to develop their character by playing with “The Elements of Power.” The company’s Series 1/Courage figures, modeled on Joan of Arc, were launched on Kickstarter to worldwide acclaim in 2014. Series 2/Wisdom followed in 2016, with ancient Alexandrian STEM pioneer Hypatia as the muse. Each series culminates in the release of a 6.5” Core Power figure, which is a fusion of all Elements in the series.

According to IAmElemental’s Chief Elemental Officer, Julie Kerwin, “Our Series 2/Wisdom Warrior Core Power Figure represents seven Superpowers that reside inside us all: Creativity, Ingenuity, Curiosity, Logic, Exploration, Mastery and Oblivion. Kids and collectors alike are sure to appreciate this fierce Wisdom Warrior. Her translucent bow, shaped like a sliver of the moon, references both Artemis, the mythic huntress, as well as Creativity’s power to hunt down new ideas. Her armor and cape combination derive from both Logic and Mastery. And her hair’s intricate yet battle-ready style -- a nod to Hypatia’s Egyptian birthplace -- continues our theme of power as action.”

The Wisdom Warrior Core Power Figure features more than 30 points of articulation and includes removable accessories including a helmet, armor, powerful bow and arrow, and Wisdom shield. The figure will retail for \$24.99.

IAmElemental was named a 2017 Toy of the Year finalist by the Toy Industry Association in the Rookie of the Year and Action Figure of the Year categories for its Series 1/Courage figures. Its Series 2/Wisdom figures are finalists for 2018 Toy of the Year in the Action Figure category. In November 2017, the company announced a partnership with The Jim Henson Company to develop a new animated children’s television series based on its popular female action figures.

For more information, visit <http://www.IAmElemental.com/retailers>, call (800) 274-8282, or visit Booth #5207 at the 2018 North American International Toy Fair.

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**About IAmElemental:** New York City-based IAmElemental is a privately held toy company creating the first-ever female action figures designed specifically for girls (and boys!). Founded in 2013, the company conducted a Kickstarter campaign in 2014 which was fully funded in two days, drawing backers from all 50 states and six continents, and was named by TIME Magazine as one of the “25 Best Inventions of 2014” and “Top 10 Toys of 2014.” “If you give a girl a different toy, she will tell a different story”; “Play with power”; “It’s character, not characters”; “Shared, everyone’s powers grow stronger”; and “We have Superpowers. Want some?” are trademarks of IAmElemental. For more information, visit <http://www.IAmElemental.com>, Twitter: [@IAmElementalToy](https://twitter.com/IAmElementalToy), Facebook: [IAmElementalToy](https://www.facebook.com/IAmElementalToy), Instagram: [IAmElementalToy](https://www.instagram.com/IAmElementalToy).

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