

## **FOR IMMEDIATE RELEASE:**

**GEMMY'S NEWEST PRODUCT CREATES A GENTLE SNOWFALL IN YOUR YARD, NO MATTER THE CLIMATE.**

September 14, 2005 (COPPELL, TX) – Whether you're in Phoenix or Fargo—yes, even you can have a lovely snowfall on your front lawn. And when you're ready for it to go away, there's no mess to clean up.



No... Gemmy hasn't created a weather-altering device.

It's simply recreated a beloved fixture of Americana—the snow globe. But into it, Gemmy has incorporated their famous AirBlown® function to create the **AirBlown® Inflation SnowGlobe™**. Like other AirBlowns, the SnowGlobe sets up in a few minutes, and in no time, you'll have a gentle shower of snow falling upon a fun or lovely Christmas scene.

Plus, the SnowGlobes light up so that the snowfall can be seen at all hours of the day. The snow inside is all self-contained within the globe, and stays that way, so no mess for you to clean up later.

But, suppose you don't have a yard; you could be living in an apartment or townhouse. Not a problem – Gemmy has created multiple sizes of AirBlown® Inflation SnowGlobes™, some designed for outdoor use (6' and 8' models), and some designed specifically for the indoors, like the 4' models, and the Mini Tabletop SnowGlobes for your table or office desk. (The Mini SnowGlobes play Christmas music when motion-activated.)

The AirBlown® Inflation SnowGlobe™ is the one of the latest and greatest products from the company that brought us the famed *AirBlown® Inflatables*, and is sure to be THE decorating phenomenon of the 2006 Holiday Season. It's reported that they're flying off the shelves as fast as they're put up, so if you find one—consider yourself (and your neighborhood) lucky.

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For the latest Gemmy-related news and commentary, as well as support and discussion, please visit [www.gemmy.com](http://www.gemmy.com).