



GET BACK TO NATURE THIS CHRISTMAS

NEW FOR 2018, THE LION ROCK PRESS INTRODUCES ITS BRAND NEW WOODEN TOY COLLECTION



FOR IMMEDIATE RELEASE

Hong Kong, October 22nd 2018: The Lion Rock Press, Hong Kong's very own premium stationer and gift store, is going back to nature for Christmas 2018, with an all-new wooden toy collection that comes with a trademark "Lion Rock" twist. Comprising three wooden classic toys, the new wooden collection conforms to all EU safety standards, and is finished in vibrantly-coloured, non-toxic paints, making it both safe, and durable enough to withstand many years of active play.

Featuring items suitable for children aged from 12 months and up, the small-but-perfectly-formed range of toys is launching just in time for the holiday season – the ideal solution for those looking to ditch plastic, while giving a gift that is uniquely "Hong Kong". The range features three timeless designs, all with a distinctly Cantonese accent.

- The [Yum Cha Tea Set](#) combines all the fun of imaginative play with the familiar items found on a Hong Kong lunch table. Comprising 25 hand-finished wooden pieces inspired by Hong Kong's traditional blue-and-white porcelain crockery, children will love pouring tea, serving dim sum from a traditional steamer basket, and refining their fine motor skills with the intricately designed chopsticks.
- Wheels, engines and things that go... every small child is fascinated by cars, and so why not flag down our charming [Push-Along Hong Kong Taxi](#) for a thrilling ride around your living room floor? Made from sturdy wood that's built to withstand the regular pile-ups that come as standard with toddler play, this familiar Hong Kong sight is suitable for babies aged 12 months and over, and comes packaged in a eye-catching "Taxi sign" box.
- Another childhood classic given a local makeover, our [Hong Kong Lacing Beads](#) take their inspiration from the sights and sounds of the streets around us, in a toy that helps to improve both motor skills and concentration. Kids can "drive" the tactile buses, trams, MTR trains and trolleys onto the strong lace, adding people, traffic lights and even the all-important recycling bins to complete their street scene. Containing 16 beads and an extra-long lace, this lacing set is suitable for children aged 18 months and over, guaranteeing hours of quiet entertainment.



Founder Claire Yates says: *“As everyone starts living more consciously, the demand for beautiful and unique eco-friendly products has grown exponentially. We are thrilled to introduce the first, of what will hopefully be, a popular new line of gorgeous Hong Kong-inspired gifts that can be treasured for years and bought without guilt.”*

The brand new 2018 holiday stationery collection is available now at thelionrockpress.com

- **Yum Cha Tea Set** costs HK\$380
- **Push-Along Hong Kong Taxi** costs HK\$90
- **Hong Kong Lacing Beads** cost HK\$200

(Pricing is applicable to purchases made online at thelionrockpress.com)

The collection is also available for purchase at selected retailers, including all Bookazine stores. In addition, The Lion Rock Press will also be at the following 2018 holiday fairs:

- **9-10 November:** St John's Cathedral Charity Christmas Card and Handicraft Fair, 4-8 Garden Rd, Central
- **1 November:** AWA Fair at PMQ, 35 Aberdeen Street, Central
- **21 November:** The Conrad Fair, Conrad Hong Kong, 88 Queensway, Admiralty

Don't forget to wrap your gifts in The Lion Rock Press' new 2018 seasonal charity collection – containing gift-wrap, cards and tags, 100% of profits from the charity collection are gifted to local charity Mother's Choice.



For high resolution images, and more product shots, please click:

<https://drive.google.com/drive/u/1/folders/13BEU-IKKBKHGRdtk-ErUBjoiXCDuLYpq>

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