FOR IMMEDIATE RELEASE
November 12, 2019

CHICAGO — The holiday season will blast off with the World’s Largest Kid-Powered Rocket as part of the 17th annual Chicago Toy and Game (CHITAG) Fair. Taking place Saturday, November 23 and Sunday, November 24, 2019 at Navy Pier (600 E. Grand Ave., Chicago), CHITAG Fair will host 30,000 attendees for a playful weekend discovering the hottest holiday toys and games.

Now in its 17th year, the CHITAG Fair has become a much-anticipated tradition for toy and game lovers of all ages in Chicagoland and around the world. The Fair takes place annually the weekend before Thanksgiving, when tens of thousands of attendees kick-off the holiday shopping season by experiencing toys, games and entertainment properties first-hand.

“CHITAG Fair is Chicago’s original play experience,” said CEO and founder Mary Couzin. “This year, we’re taking the experience to new heights, launching the World’s Largest Kid-Powered Rocket, along with sneak peeks of some of the hottest holiday toys!”

CHITAG Fair 2019 Highlights
The 30,000 people expected to walk through the doors will have plenty to see and do including:

- Help launch the World’s Largest Kid-Powered Rocket (Kite and Rocket Research)
- Check out the new Super Things line of collectible toys and receive free blind bag samples before the toys hit retail stores (Goliath)
- Get crafty and decorate a Fuzzikins to take home (PlayMonster)
- Test your putting skills at the Gator Golf Putting Station (Goliath)
- Take a spin on the My Buddy Wheels balance bikes and new Yvolution scooters (Yvolution)
- Young inventors ages six to 18 compete in the Young Inventor Challenge on Saturday, November 23
- Join Sven’s Frozen Adventure for the Frozen II Scavenger Hunt (JAKKS Pacific)
- Experience the first public showcasing of the adorable new D-O being introduced in Star Wars IX: The Rise of Skywalker (Hasbro)
- Enjoy a performance of WTTW’s The Big Idea Tour’s Traveling Lab on Saturday, November 23
- Watch contestants from coast to coast compete in the Yo-Yo Championship
• Adults can stop by the Beer Garden for pints of cold suds and sit down to play some of the industry’s best games for grown-ups, including the newest from the makers of Exploding Kittens (Let’s Play Games)
• Watch Princess Etch bring your favorite characters to life on her Etch-a-Sketch
• Enjoy Ben’s Giant Bubble Show and the Oscar Mayer Wienermobile
• Snap a photo with your favorite Star Wars characters from the 501st Legion
• Meet toy and game inventors from around the world
• Take advantage of discounts on the hottest holiday toys
• Special needs families can come early both days for the Sensory Power Hour
• Visit Chitag.com for more details

One day ahead of the Fair, the Toy and Game Innovation Awards, known as the TAGIEs, will host the 12th Annual Gala on Friday, November 22. The Gala is an elegant evening event that brings together toy industry leaders from around the world for a night of celebration to honor masters of invention in categories such as Toy Innovator of the Year and Game Innovator of the Year. For more information and to purchase tickets, visit chitag.com/tagies.

These events are supported by key sponsors including Goliath, Mattel, PlayMonster, Hasbro, Spin Master, The Michael Kohner Corporation, Oxford Games, Exploding Kittens, Rummikub, American Specialty Toy Association, Toy Association, Longshore, Big G Creative and ThinkFun.

CHITAG Fair tickets are $14 for adults and $7 for children, available now at chitag.com/fair. Fair hours are November 23 from 10 a.m. to 6 p.m. and November 24 from 10 a.m. to 5 p.m. CHITAG is timed each year to occur the same weekend as the Magnificent Mile Lights Festival, making the perfect pre-holiday weekend getaway to Chicago.

**TAGIE Awards Gala**
Friday, November 22, 2019, 6 -10 p.m.
The 12th Annual Toy and Game Inventor of the Year (TAGIE) Awards Gala is an elegant evening event that brings together toy industry leaders from around the world for a night of celebration, magic and music to honor masters of invention in categories such as Toy Innovator of the Year and Game Innovator of the Year. Tickets are $250. For more information and to purchase tickets, visit chitag.com/tagies.

Get the latest details all CHITAG Week special events, speakers, exhibitors and more on www.chitag.com.

**About the Chicago Toy & Game Group, Inc.**
The Chicago Toy & Game Group, Inc. promotes and hosts initiatives designed to encourage and promote the power of play and invention in social, educational, and professional environments. Chicago Toy & Game Group initiatives include the Chicago Toy & Game Fair (CHITAG), the Toy & Game Innovation Awards (the TAGIEs), Inventor Conferences for New and Professional Inventors and Product Acquisition Executives, the Young Inventor Challenge, the Play in Education Conference and the Chicago Toy & Game Foundation. For more information, visit www.chitag.com.

**About Navy Pier**
Located on Lake Michigan, Navy Pier is one of the top-attended nonprofit destinations in the Midwest, stretching more than six city blocks and welcoming nearly 9 million guests annually. Originally opened in 1916 as a shipping and recreation facility, this Chicago landmark showcases more than 50 acres of parks, restaurants, attractions, retail shops, sightseeing and dining cruise boats, exposition facilities and more. The Pier recently celebrated its 100th anniversary with the unveiling of the iconic Centennial Wheel, Polk Bros Park, Fifth Third Bank Family Pavilion and Peoples Energy Welcome Pavilion. In 2019, Navy Pier continues to usher in its second century with ongoing pier-wide redevelopment efforts – including a 220-room Hilton hotel with rooftop bar Offshore (now open), a marina and more – in addition to free, year-round arts and cultural programming designed to inspire, educate and connect communities across the city and globe. Click here to donate to Navy Pier, a 501(c)(3) organization, in support of free public programs. For more information, visit www.navypier.org.

**Navy Pier Mission Statement**
Navy Pier is the People’s Pier, Chicago’s lakefront treasure, welcoming all and offering dynamic and eclectic experiences through partnerships and programs that inspire discovery and wonder.

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