

CONTACT: KidStuff Public Relations
Lisa Orman • 608-575-1323
Lisa@KidStuffPR.com



NEW SPLASH*TASTIC STYLES FROM BRIGHT STRIPES OFFER MESS-FREE, TRAVEL-FRIENDLY FUN FOR KIDS!

Bloomfield, NJ (June 26, 2026) – Summer road trips are in full swing, meaning lengthy car rides which may leave kiddos antsy and in need of something to occupy their attention. After all, sitting in one spot quietly is a big ask for kids with growing minds and insatiable curiosity. **Bright Stripes** is here with innovative solutions, offering unique, crafty and creative experiences in a compact and clean way. Chief among them is a timeless classic, back and reimagined with true Bright Stripes ingenuity - **Splash*Tastic Wonderful Wings (\$8.99 | Ages 3+)**. This crafty activity toy makes use of brushes and water in a perfectly contained and mess-free manner which will entertain kiddos for long road trips, plane rides, or summer errands for Mom and Dad.



Two new styles are debuting in 2026: **Butterfly** and **Dragon**. These bright and bite-sized activities feature 5 pages of water-reveal fun. The included water brush has a built-in reservoir for water which screws in nice and secure, never leaking, yet keeping the brush tip moisturized. After the water brush is loaded, kids can ‘paint’ over the white areas of the page to magically reveal a plethora of mesmerizing images! Once the entire page has been revealed, now you can play an “I spy” style game to find specific pictures amidst the colorful chaos! Once all the special images have been spotted, kids can move onto “painting” the other pages and let the page they’ve just completed dry, which magically turns white again!

The **Butterfly Splash*Tastic** includes whimsical patterns and hidden images of kittens, ice cream sundaes, toys, jewels and more. **Splash*Tastic’s Dragon** style has themes of fire, water, forests, treasures, knights and even more fantasy flair. This activity is perfect for kids with a creative or artsy streak who craves their craft while

on the go or in a clean and tidy space where artmaking is typically not allowed. Splash*Tastic allows for safe painting action without the fear of stains or mess. This classic activity has magical, captivating artwork to reveal, over and over again!

Splash*Tastic Butterfly and Dragon styles are just the latest releases for this line from Bright Stripes, along with three more—**Dinos, Ocean and Unicorn** themes sold at [Nordstrom](https://www.nordstrom.com). Plus, there are nine additional **Splash*Tastic** books sold at specialty stores. There’s a style for every kid! Help children explore arts and crafts in novel and creative ways through the help of Bright Stripes activities and kits!



About Bright Stripes

After working in the Toy & Children's Product world for over 25 years combined, Sabre Mrkva and Eric von Stein started their dream company, Bright Stripes, in 2018. With a shared love of all things craft and DIY, they believe in the power of creative play to empower kids to create the world they want to live in. Sabre brings her 15+ years of experience of nuts & bolts kids’ product development and a strong business analysis to every decision and design choice. Eric studied Toy Design at FIT in NYC, where he learned the ins and outs of industrial design, childhood development and toy concepts, and has been working in toys for the past 13 years. They excel at transforming inspiration into market-ready, eye-catching product packaged in dynamic, trend- right graphics. For more information and to see what’s fresh and new, visit their delightfully colorful website at <https://www.brightstripes.co/>.