



MEDIA ADVISORY: FOR IMMEDIATE RELEASE

**HEROBOYS TO REINFORCE POSITIVE VALUES AT
MIAMI LIGHTHOUSE FOR THE BLIND**

*HeroBoys superheroes will celebrate adventure, imagination, and limitless potential
with blind children*

Miami, FL – Are you a parent that struggles to find toys with meaning and value for your children? It seems almost all toy related content is part of today’s major media PG-13 properties targeted to broad audiences for movies, video games, and comic books. The content in this area for children in the crucial development years from 3 to 10 generally lacks thoughtfulness, value, and meaning. That is why on June 28th the HeroBoys will visit Miami Lighthouse for the Blind and Visually Impaired Children’s Program to celebrate adventure, imagination, and limitless potential with blind children.

HeroBoys is a line of toys and comic books created by parents aimed at using children’s love of superheroes to reinforce positive values like honesty, loyalty, humility, compassion, and diligence. HeroBoys will visit with Miami Lighthouse’s blind children to read the exciting first issue of the HeroBoys comic book. There will be a question and answer session and an opportunity for the children, wearing their own capes and masks, to create their own Hero with their very own "essence stone" (the key to the HeroBoys super powers). In addition the Miami Lighthouse will receive a donation of 12 HeroBoys Heroes, the uniquely designed 18-inch doll/action figure hybrid developed by the inventors of HeroBoys.

“We are dedicated to providing quality, developmentally meaningful content through toys, games and media and we create products and brands that foster joy, creativity and learning in children that are fun and useful” said Edward Boland, CoFounder/CEO of Whimzy Entertainment. “Reinforcing the positive values that HeroBoys teach is a unique way to make learning for our blind and visually impaired children exciting and entertaining,” said Virginia Jacko, President & CEO of Miami Lighthouse. **Media is invited to attend.**

WHEN: Wednesday, June 28, 2017 at 10:00 a.m.

**WHERE: Miami Lighthouse for the Blind
601 SW 8th Avenue
Miami FL 33130**

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