



## **Siscovers Launch Highlights™ Bedding Collection**

Minneapolis MN – October 2018

Thanks to a new licensing agreement, Siscovers is excited to bring the fun of Highlights for Children, a leading family media brand and publisher of best-selling activity books in North America, off the pages and into homes. Finding inspiration from the style of the classic publication, Siscovers founder and creative director Shari Hammer has developed a line of bedding that does justice to Highlights' famous slogan, Fun with Purpose®. Shari has transformed Highlights™ Hidden Pictures® puzzles into quilts, comforters, sheet sets and curtains. Each bedding set will include a set of washable markers to identify the Hidden Pictures®. Once the puzzle is completed, the bedding can be easily washed out and the fun can begin all over again.

Remembering the time she spent reading Highlights™ magazine to her children, Shari is honored to have this opportunity to extend the Highlights brand to a whole new audience. "We thought that the kids of today, as well as their parents and grandparents, will respond positively to both the nostalgia and the newness of the brand," she says of the new line.

"The Highlights brand has been delighting and delivering joy to children for over 70 years," says Mary-Alice Moore, Senior Vice President and Publisher of the Highlights Retail Group. "We are excited to announce this new licensing relationship, which will complement the overwhelming success of our vibrant retail program and expand our brand presence in categories that are important to Highlights families."



About Siscovers:

Siscovers®, based in Minneapolis, MN, is the best-made bedding brand in the industry: manufacturing top-of-bed, decorative pillows, outdoor pillows, daybed covers, futon

covers and drapery. Siscover delivers fine craftsmanship, exceptional value and individualized service to fine retailers and interior designers nationwide and internationally. For more information see [www.siscover.com](http://www.siscover.com) or contact LeeAnne Harris at [lharris@siscover.com](mailto:lharris@siscover.com) or call 800-989-5435.



#### About Highlights:

Devoted to Fun with a Purpose® for over 70 years, global media brand Highlights ([www.highlights.com](http://www.highlights.com)) has helped millions of children foster their creativity and become their best selves. Its magazine portfolio includes the flagship *Highlights*® magazine for children ages 6–12; *Highlights High Five* for children 2–6; *High Five Bilingüe*, an English/Spanish version of *High Five* magazine for children 2–6; and *Highlights Hello*™ magazine for children 0–2 and their parents, grandparents, and caregivers. Its book publishing program launched in 2013 with Highlights Press and has expanded to include Highlights Learning with distribution by Penguin Random House.