

World of Fantasy – bayala

## A kingdom for elf enthusiasts

**Schleich's Magic Elf Castle turns its bayala theme world into a playworld.**

Schwäbisch Gmünd, 27.01.2015. This year toy manufacturer Schleich has created a centrepiece for its elven world of bayala in the shape of the new Magic Elf Castle. It is inhabited by the familiar core characters, the elves Sera, Surah, Feya, Eyela and Marween, all reissued in festive clothes. The elf world has also been augmented by the addition of a number of magical accessories. This represents a continuation of the long-established Swabian company's playworld strategy, which in 2015 will see the popular elven world of bayala expanded into a complete playworld.

In addition to having a lookout tower, which allows the magical creatures to look far into their mystical realm, the Magic Elf Castle also includes an imposing ceremonial hall, a magnificent moving entrance gate and – a particular highlight – a mysteriously luminescent floral hiding place. The mysterious pink and white glow of this bower can be blown on and off as if by magic. The two-storeys castle is made up of several wall elements which can be freely combined and decorated by the user. The tower and movable gate can also be placed in any position, to further promote individuality while playing. The Magic Elf Castle has been crafted with great attention to detail. It offers a wide range of exciting play opportunities thanks to the many different set-up options.

### **Festive inhabitants in the kingdom of the elves**

What would the Magic Elf Castle be without its festive inhabitants? Together with the Magic Elf Castle, Schleich is also launching matching toy figurines to create a complete playworld and world of experience. Five well known bayala characters come clothed in festive new garments for the grand celebration at the Magic Elf Castle – all of them sparkling for all their worth with glittering rhinestones. In addition, each elf comes with an interchangeable accessory and is available in two poses: standing or on horseback. The standing elves can each move one arm, the horseback riders remain firmly in the saddle by means of a magnet. The figurines can therefore also be used as individual play figures. A range of new accessories rounds off the elven world and further enhances the play value: these include magic tools, jewellery for elves, magical horses and young girls, as well as fantastic items to decorate the castle.

## **Imaginative Christmas surprises with bayala**

The countdown to Christmas brings an eagerly anticipated surprise for young and old elf enthusiasts alike: and this year for the first time Schleich is also launching a bayala Advent calendar onto the market. With each passing day, a magical elven world will gradually appear beneath the Christmas tree as the 24 doors are opened to reveal a host of magical figures and accessories.

For our complete range, please go to: [www.schleich-s.com](http://www.schleich-s.com)

## **About Schleich**

Founded 80 years ago in Schwäbisch Gmünd by Friedrich Schleich, the company is one of Germany's biggest toy manufacturers and a leading international provider of original play concepts. The famous toy figurines produced by Schleich are sold in more than 50 countries and have conquered children's playrooms around the world. As a global player with Swabian roots, the company is today majority-owned by the European investment group Ardian. Further shareholders are CEO Dr Thomas van Kaldenkerken and CFO Erich Schefold. The design of the Schleich play worlds as well as quality and safety tests are carried out in Germany, while manufacturing itself takes place both at the company headquarters in Schwäbisch Gmünd and at further production facilities abroad.

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