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FOR IMMEDIATE RELEASE

Wilton Industries, Inc.

**Wilton Presents Refreshing New Care Bears™ Party Products**  
*Escape to a world of color and cheer!*

2240 West 75th Street

Woodridge, IL 60517

Woodridge, Ill. – (January 2008) – Who's been caring for 25 years? The Care Bears, of course! In honor of the anniversary, Wilton Enterprises has updated its line of Care Bear bakeware and party products giving them a brighter, even more cheerful look.

Phone 630.810.2205

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The showpiece of the products is the new Cheer Bear baking pan. The perfect size for a single mix, the pan detailing, including the rainbow on her tummy, creates a cake that's so easy to decorate. Suggested retail price for the pan is \$12.99. Simplify tinting the icing by using the pink, blue, yellow and black icing colors in the special Care Bears kit (\$4.99).

[www.wilton.com](http://www.wilton.com)

Wilton makes it easy to create themed parties featuring cakes, cupcakes and so much more. Standing ready to spread love and good cheer all the while helping your little ones celebrate in style is the complete line of Care Bears party products:

- Fun Pix™ featuring Cheer Bear and Share Bear - \$1.29 for 24 pix.
- Cheer Bear and Share Bear icing decorations – 9 count/ \$4.99
- 50 standard baking cups - \$1.69

- more -



*Wilton Presents Refreshing New Care Bears™ Party Products – add one*

- Care Bear treat bags – shaped or formed - with twist ties; \$1.99 per 10 count package, and
- Care Bear candle (\$3.99)

All the new Care Bear products and other Wilton party and cake decorating products can be found at a variety of retailers nationwide or online at [www.wilton.com](http://www.wilton.com).

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Wilton Enterprises, headquartered in Woodridge, IL has been a leader in cake decorating since 1929. Today, the company is also the market leader in cake, candy, cookie, wedding, bakeware and home celebration products. From the hottest licensed characters to specially shaped holiday products, Wilton offers cake pans, cookie cutters, baking cups and traditional pastry decorating tools. For the latest information on Wilton products and ideas for all occasions, visit Wilton online at [www.wilton.com](http://www.wilton.com). To locate the closest Wilton Method Cake Decorating classes, call 800-942-8881. Care Bears™ and related trademarks ©2008 Those Characters From Cleveland, Inc. Used under license by Wilton Industries, Inc.