

Kickstart Your Children's Forts This Christmas

Perth, Aus. December 3, 2013. With the Christmas toy scene set to be dominated by the next generation of video game consoles, one entrepreneur in Australia wants to get our kids to put down the video games, and to start building forts again.

Ross Currie is the creator of Squishy Forts, a specialised foam construction set that uses magnets to enhance the construction capability of our children's living room couch forts. With Squishy Forts, your children can build bigger, better forts that are no longer limited by the structural integrity of standard couch cushions.

The idea came to Currie while he was working with a group of entrepreneurs to solve the problem of the "tablet babysitter", and leverages the cultural phenomenon around pillow forts to create a product that can be enjoyed by children of all ages (even the grown up kind).

"All the ideas we kept looking at involved developing the perfect app – but the more I thought about it, the more I realised that an app is not going to solve this problem. We need to get kids off the tablets and doing something real, using their hands and imagination to build something – and everyone can relate to the joy of building a pillow fort", he says.

With toy clutter being a big problem in modern families, Currie also thinks that parents will really like the ottoman storage case. With the set packing away into a faux-suede cover, Squishy Forts transforms into a functional piece of furniture that blends right into your living room.

Currently raising funds on the popular crowd-funding platform Kickstarter, which has been accepting Australian projects since mid-November, Currie expects to reach his funding goal of \$25,000 by Christmas Eve, which will allow him to do an initial manufacturing run in the New Year.

Despite missing the important Christmas toy shipping dates, Currie isn't phased.

"We'd hoped to have the product ready-to-ship by Christmas, but unfortunately the logistics just weren't working out. We're currently working on something for those that back our project, though, so keep an eye out in the week leading up to Christmas", he says.

To learn more about Squishy Forts, visit the project's Kickstarter Page at <http://kck.st/1fSsanH> or go directly to www.squishyforts.com

About SquishyForts

Founded in 2013, Squishy Forts is the creator of the world's first Pillow Fort Construction Kit. An idea by Australian Entrepreneur, Ross Currie, Squishy Forts is currently seeking funding on Kickstarter in order to bring the joy, fun and comfort of fort-building to children and adults around the world.

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