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**For Immediate Release:**

## Zak Is Gearing Up for *Cars 2*

Spokane, WA (June 15, 2011) – Every once in a great while a children’s movie comes along that takes on a life of its own and becomes bigger than anyone ever imagined. Who could forget movies such as *The Little Mermaid*, *Toy Story* and *Finding Nemo*? The most recent of these breakout blockbusters was *Cars*, and this summer, that worldwide phenomenon is returning to the big screen with a sequel that’s poised to be even more popular than the original! Zak Designs is gearing up in anticipation of that overwhelming popularity with a new line of mealtime products for children.

In addition to its standard line of plates, bowls, tumblers and gift sets, Zak has designed some unique promotional items that promise to be some of the most well-liked products in the company’s 35-year history. The Buddy Sip has always been one of our top-selling items, so for *Cars 2*, we created a pair of them – one featuring McQueen and another featuring Mater. In addition, Zak has created separate Lightning McQueen and Mater shaped plates that are sure to be big hits with kids of all ages.



Zak will also release a line of on-the-go products including lunch kits and water bottles that feature McQueen, Mater, and the other stars of *Cars 2*. So no matter where kids take their meals this summer, their favorite Cars will be right there with them.

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*Headquartered in Spokane, Wash., Zak is the leading manufacturer of licensed children’s dinnerware. The global company is also a top producer of trend-focused everyday tableware and eating-on-the-go products. Whether it’s for children, or the whole family, Zak makes mealtime fun. More information is available at [www.zak.com](http://www.zak.com).*