



## New Activity Books for Grown Ups Arrive from Rand McNally

**Skokie, Ill., April 27, 2017** – In an environment with more stressed-out adults seeking ways to unwind and practice the calming “art of mindfulness,” Rand McNally has launched *Amazing Festivals* coloring book and *Artful Animals Dot-to-Dot* – the latest in its line of successful adult activity books. “Mindfulness,” a meditative practice with Buddhist roots meant to help people achieve a state of active, open attention on the present, has experienced growing popularity with the rise of classes, books, research, and apps on the subject.

Coloring fans can unplug and experience some of the world’s most unique and vibrant celebrations through 60 intricate and ready-to-shade illustrations in *Amazing Festivals*. Festivals include the magic of Paris’ Bastille Day to the innate beauty of Japan’s Cherry Blossom Festival. The book’s thick high quality paper helps to reduce the risk of marker bleed-through and adds a luxurious feel to each completed design.

While the coloring book trend has been widely applauded as a relaxing hobby, the classic dot-to-dot puzzle also has experienced a resurgence as a way to tap creativity and unwind. The sophisticated puzzles of the new *Artful Animals Dot-to-Dot* were designed to improve concentration, hand-eye coordination, and short-term cognitive acuity—all while reducing stress. More than 30 of the world’s most beautiful and fascinating creatures are hidden within the pages; with each design averaging 850 dots, the activity book is a challenging and engaging distraction for those looking to slow down and connect with the natural world one dot at a time.

Stress can have serious mental and physical effects on adults, and Rand McNally’s new therapeutic coloring book and dot-to-dot puzzles are meant to help adults find a simple and fun way to calm the mind. These creatively illustrated activity books are a healthy way for people to feel more relaxed and temporarily escape from their hyper-connected lives and clear their minds.

*Amazing Festivals* and *Artful Animals Dot-to-Dot* retail for \$11.99 and \$9.99 respectively. Both are available at [store.randmcnally.com](http://store.randmcnally.com) and other fine retailers.

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