



Rand McNally Releases Two New Activity Books for Adults

Animal Excursion coloring book and Supreme Dot-to-Dot feature high-quality paper and intricate illustrations

Skokie, Ill., October 13, 2016 – After the successful release six months ago of its *Beautiful Cities* coloring book, Rand McNally has added two more titles to its adult activity book line: *Animal Excursion* and *Supreme Dot-to-Dot*

Animal Excursion features 60 stylized illustrations with geometric patterns of the world's animals – from koi fish to blue whales to butterflies and more. The book's thick, high quality paper helps reduce marker bleed-through and adds an elegant touch to each design. The book also includes nine two-page spreads for an even more immersive coloring experience.

The coloring book isn't the only childhood activity to find new life as an adult pastime. With *Supreme Dot-to-Dot*, Rand McNally reimagines the classic connect-the-dots puzzle as a challenging activity for adults. Each puzzle in *Supreme Dot-to-Dot* features an average 850 dots illustrating world famous sites, landmarks, monuments and statues. The book includes more than 30 puzzles and ten two-page spreads. Each puzzle contains a detailed description with clues to the illustration. For stumped readers, a solutions pages in the back of the book features completed designs.

Dot-to-dot puzzles and coloring books are meant to promote mindfulness and relaxation. The recent focus on adult use of activity books has referenced the concept of flow, created by Hungarian psychologist Mihaly Csikszentmihályi. "Flow," which is characterized by a feeling of total immersion in an activity, can promote higher levels of self-esteem and engagement when experienced on a regular basis, according to Csikszentmihályi's research.¹

Supreme Dot-to-Dot and *Animal Excursion* retail for \$9.99 and \$11.99 respectively. Both are available at store.randmcnally.com and other fine retailers.

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¹ Csikszentmihályi, Mihaly, & Csikszentmihályi, Isabella Selega (Eds.). (1988). *Optimal Experience: Psychological studies of flow in consciousness*. Cambridge, United Kingdom: Cambridge University Press

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