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Alphabet Alley Announces Release of New Product Line, Bible Train Adventures

Bible Train Adventures is Alphabet Alley's first character-based line of books and toys for the toddler and preschool market.

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Hop on Board! Alphabet Alley has announced the release of a brand new product line, Bible Train Adventures. Bible Train Adventures is a character-based line designed to engage and educate in a fun, fresh way. The conductor Nichodemus leads young children on exciting adventures through the Bible with the help of the Bible Train. The series includes board books, coordinating puzzles and matching games.

Bible Train Adventures combines bright graphics, popular train imagery and classic Bible stories for faith-based fun. Along with the new line, a new website will be launched in July featuring child-friendly games and activities, www.bibletrainadventures.com. Current titles include: Journey to Noah's Ark, Journey to Jonah and the Whale, Journey to Daniel in the Lions' Den and Journey to the First Christmas. More titles are currently in production.

According to Alphabet Alley's owner, Marilyn Fontana, this new line "brings a fresh new look to the already popular Alphabet Alley product offering. We are excited to take the next step in bringing high-quality, Christian toys to our youngest children." The products retail from \$5.99 to \$11.99 and have colorful packaging to entice customers and children alike.

All Alphabet Alley toys and Bible Train Adventures products can be purchased through STL Distribution or the Alphabet Alley main office. For additional information, please contact Alphabet Alley at (713) 871-8662 or email abc@alphabetalley.com.

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