

make believe ideas ltd

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Important Safety Recall Notice

September 21, 2023

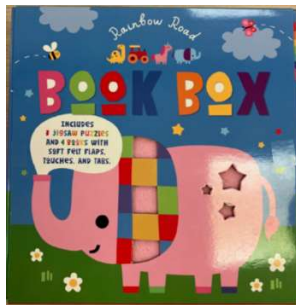
Dear Costco Member,

Make Believe Ideas has announced a product safety recall of seven Rainbow Road Board Books, four of which were included in Costco item #1604683 Rainbow Road Book Box. Costco records indicate that you, or one of your add-on members have purchased this item between October, 2022 and August, 2023.

Make Believe Ideas Ltd. ("MBI") has identified two customer reports in the US and one in Australia that the plastic binding rings on the book had become detached. Should a binding ring become detached from the book, it can pose a choking hazard. No injuries or reports of choking have been reported to MBI, however the safety of your child is extremely important to us, so MBI is performing this recall in coordination with the U.S. Consumer Product Safety Commission.

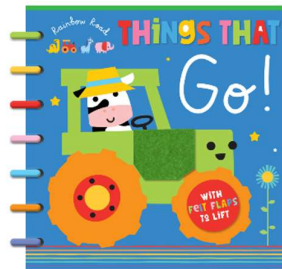
The Rainbow Road Book Box (ISBN 9781803376288) sold at Costco contained the following books that are being recalled:

Rainbow Road Book Box

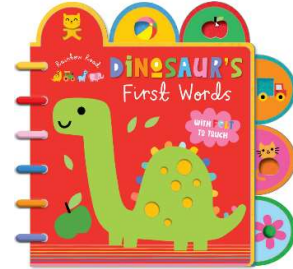


Books in Rainbow Road Box

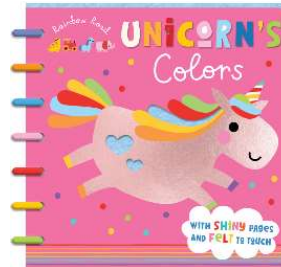
Things That Go!



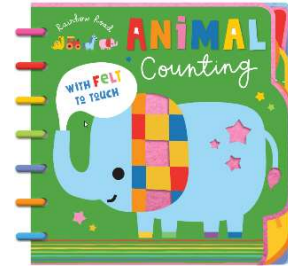
Dinosaurs First Words



Unicorn's Colors



Animal Counting



In order to participate in the recall, please visit www.recallrtr.com/rr to register. During registration, you will be asked to submit proof of your ownership of a Book and to affirm that you will dispose of the book in the trash. Upon completion of the processing of your registration, MBI will issue you a virtual prepaid card. Alternatively, you may return the item to your local Costco for a full refund.

Should you have any questions regarding this recall, please call 877-206-1091 from 7 a.m. to 6 p.m. CT Monday through Friday. We appreciate your cooperation and thank you in advance for participating in this recall.

Sincerely,

Make Believe Ideas Safety Team

Post Until January 21, 2024