



# PRESS INFORMATION

XaXa – Multipurpose Rhythm and Juggling Ball



Let's do the XaXa!

XaXa™ (pronounced "Ksa-Ksa") is designed to stimulate the senses. It's for playful, curious people, jugglers, dancers, performers – for kids of all ages. The adaptable balls invite you to experiment and explore: Fill them with different objects to change their sound or weight and mix or match colors to get the look you like!

The core of XaXa is made of shock-resistant, clear plastic that is protected by a super-elastic rubber skin. This soft skin makes the balls pleasant to touch and easy to catch. It is so stretchy and durable that the core can easily be popped out of one of the holes.

Not only is XaXa a toy for creative discovery, it can also be used to teach kids about color and sound or even serve as a container for a precious little gift or a secret message. XaXa spurs the imagination, trains motor skills and sharpens the senses.

Each XaXa ball contains a secret code for an online game where you can win great prizes. Just log on to the AP CLUB, our new internet platform for Jugglers and Jaxers, YoYo and Kiwido players as well as educators and professionals who work with our toys.

-> [www.activepeople.com](http://www.activepeople.com)



XaXa is available in three different color combinations for approx. 8 Euros/10US\$  
Stockist information on [www.activepeople.com](http://www.activepeople.com)

For images in high resolution please send an email to [press@activepeople.com](mailto:press@activepeople.com).





The Swiss company ACTIVE PEOPLE offers a unique collection of innovative skill and motion toys. Traditional, century-old games like yo-yo, juggling and poi are taken to exciting new levels with cutting-edge design and technology. Ingenious hybrid forms are developed, or an entirely new category of skill toy is created, as in the case of Astrojax. A growing family of open-ended preschool toys like Bilibo, Babal or Sakol complements the line-up and has received rave reviews from child development specialists.

ACTIVE PEOPLE's toys invite you on a journey. The longer you play, the more you discover of the amazing possibilities they offer.

High-quality materials as well as clever and simple designs characterise these products which have received numerous international design awards.

Further information can be found at:

[www.activepeople.com](http://www.activepeople.com)

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