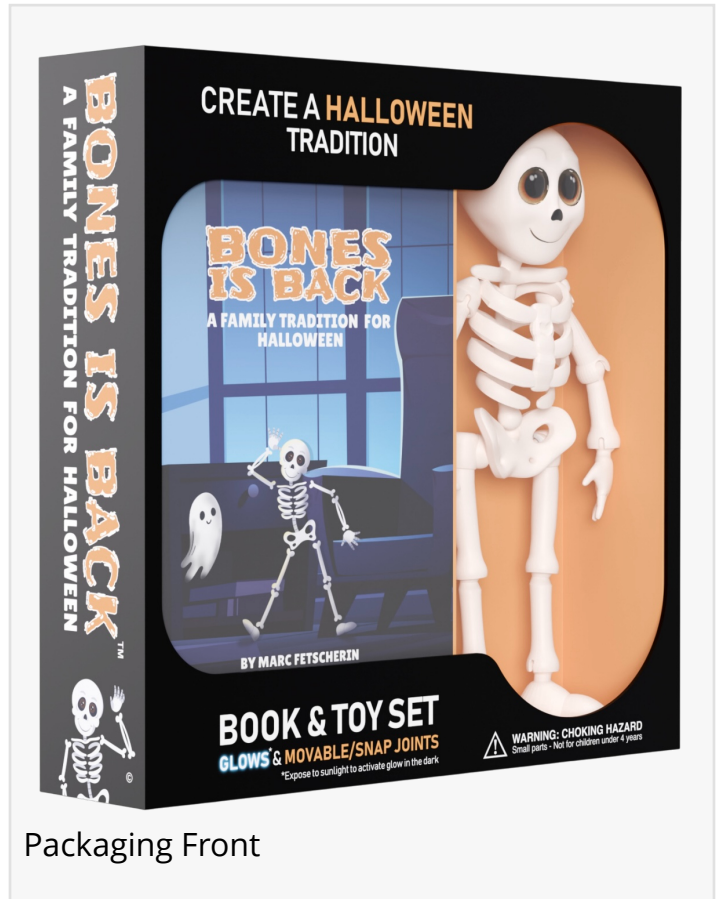


'Bones is Back' Book & Toy Set Named Finalist for 'Most Innovative Product 2025' by the Halloween & Costume Association

The Halloween & Costume Association recognizes 'Bones is Back' as a Most Innovative Product finalist for creating a fresh, interactive Halloween tradition.

ORLANDO, FL, UNITED STATES, October 10, 2025 /EINPresswire.com/ -- The [Halloween & Costume Association](#) (HCA) has recently announced the Finalists for the 2nd Annual Spooky Awards, and [Bones is Back](#) has been recognized as one of the Finalists in the "Most Innovative Product" category.

The Spooky Awards celebrate the most innovative, imaginative, and impactful products shaping the Halloween industry. Each entry was reviewed by a panel of industry experts and judged on Innovation, Marketability, Trendsetting Potential, Appeal, and Usefulness.



"We are honored to be recognized alongside major global and national brands," said Marc Fetscherin, creator of Bones is Back. "As a small family business, this recognition affirms that families everywhere are looking for new, interactive, and meaningful ways to celebrate Halloween."

Since its launch, Bones is Back was successfully funded on Kickstarter earlier this year and has won multiple awards, including recognition from Creative Child Magazine, The BookFest Awards, American Writing Awards, and Story Monsters Approved. Bones is Back is a one-of-a-kind book & toy set that transforms October into a month-long celebration. Some call it the Elf on the Shelf for Halloween. Bones is fully interactive: a glow-in-the-dark skeleton with 14 movable joints, designed for kids to touch and play with, dress up, and take on adventures. Paired with the hardcover colorful storybook, the book & toy set encourages positive behavior and inspires

creativity and family connection beyond candy and costumes.

Now Available on [Amazon](#)

Since early October, families can also get *Bones is Back* on Amazon, just in time for the Halloween season. Early reviews have praised the set as both magical and meaningful:

- “A delightful mix of story and play! Perfect for families looking to start a lighthearted Halloween tradition with young children. My daughter loves it!” one mom wrote.
- Another parent wrote “We absolutely love our new holiday tradition, *Bones is Back*! The author is amazing and I love how family-oriented the company is. I have a four-year-old son on the spectrum that doesn’t connect with toys or stuffed animals, but he has not put down Mr. Bones since we got him. He loves him so much!”

These heartfelt testimonials show how *Bones is Back* is resonating deeply with families and creating traditions that last. Winners of the Spooky Awards will be announced live at the 2026 Halloween & Party Expo in Las Vegas, the premier industry event for retailers, manufacturers, and trendsetters.

About the Halloween & Costume Association (HCA)

Celebrating 20 years as the industry source for Halloween, with cumulative sales of \$4.3 billion, the HCA has earned the title of “EXPERT” in all things costume-related and serves as a non-profit voice in the industry. For more information, visit www.hiaonline.org.



Family



Grandparent

About the Author

Dr. Marc Fetscherin is a devoted father to his daughters, Margaux and Mirielle, and an accomplished author with several books to his name. Drawing from his professional writing expertise, he ventured into children's literature, blending creativity with heartfelt storytelling. His personal experience with divorce in 2020 inspired his first children's book, 'We Are Family but Not Married', which helps parents navigate and explain evolving family dynamics to their children with empathy and care. Inspired by his daughters' love for Halloween and their enthusiasm for family traditions, Marc's latest book, 'Bones is Back: A Family Tradition for Halloween', grew from a cherished activity they shared each October.

Media Contact

Bones & Friends, LLC is a Florida-based family venture founded by the author. The company's mission is to bring families closer through joyful Halloween traditions. The author believes Halloween isn't just about costumes and candy—it's about connections, shared moments, and memories. The vision is simple: to become part of every family's Halloween. High-resolution images, media kit, logos, and press contacts are available upon request.

Marc Fetscherin

Bones & Friends

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