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MARCH MOOSH-MOOSH MADNESS HAS ARRIVED

Need A Comforting Cuddle About Now? Celeste The Bunny Plus Collectable Series 4 & Squared 2 Plushy Pals Are Online & In Stock!

Simi Valley, CA (March 15, 2020) – March Madness in the college sports world may have been cancelled but Moosh-Moosh fans are mad (in a gleeful way) about the newest plush characters being launched this month. From the Easter-themed *Celeste the Bunny* to pointy-eared pups *Carrie* or *Max*, there's a purr-fect Moosh-Moosh personality for everyone in the house. And who couldn't use a squeeze, a cuddle or a hug today?

According to toy industry professionals, the Moosh-Moosh brand is the hottest squishy plush toy on the market. Made from an ultra-soft fabric that begs to be cuddled with, Moosh-Moosh plushies come in many delightful styles and fun animal faces. New this month are collectibles from Series 4 and Squared 2.

"Their super cool shape and design make them more socially acceptable than the stuffed animals associated with childhood years," proclaimed Exceptional Parent Magazine for their *Toy Top & Gift Guide 2019*. "They are not stuffed animals – they're Moosh-Moosh!"

Agreed blogger Tabitha Willette of Tabby's Pantry, "When you have a little guy who is a sensory seeker and also has sensory issues, finding the right items to comfort them can be hard. Little guy was in love with Moosh-Moosh the second he got his first one. They are not only soft but have a unique squishy to them. He makes a bed out of them, lies on top and then puts the rest over him for comfort. These have to be his #1 must-have during hard times or even to fall asleep. They not only comfort him, but they are also adorable."

Shop online for a quick delivery from <https://moosh-moosh.com/> or from your favorite specialty site including Justice, Zulily, Michaels, and more. The company's site will host a BOGO sale beginning March 16.

Series 4 Moosh-Moosh • Ages 3+ • \$16.99

With so many sweet choices (a dozen to be exact), it's hard to pick just one or two! Each plush pal boasts an endearing facial expression and bright colors. Did you know they are designed for stacking? So, create a plushy pile and dive in with a good book or online learning assignment. Consider a new pal like *Glitzy the Unicorn* or *Lola the ice-cream-cone wearing Pup*.



Squared 2 • Ages 3+ • \$19.99

It's hip to be square as these boxy bedtime buddies await a cuddle. With names like *Raindrop*, *Sibyl* and *Sweet Tooth*, these pillow-y pals can be smushed, squeezed or simply adorn the bed. Their cute faces are comforting first thing in the morning or late at night. Discover all 9 animal and fantasy-inspired characters.



Easter-themed • Ages 3+ • \$16.99

Plan on buying a bigger basket this year to wrap up one of these sweet faces without worrying about food allergies or chocolate stains on those new Easter outfits! Choose from *Celeste*, *Chuck*, *Lila* or *Melody*.



ABOUT MMG BRANDS

MMG Brands, headquartered in Los Angeles, CA, creates the trend! In business for over 30 years, this dynamic sales and marketing manufacturer monitors and assesses retail product trends and uses this information to create desirable and fast-moving consumer merchandise. This is accomplished via an expert in-house design and marketing team, combined with over three decades of manufacturing, importing and logistics experience.