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MOOSH-MOOSH RETURNS TO NYC

Hugging Is Encouraged At Toy Fair Booth 2971 As Three Mooshy Collections Make Their Debut: Starlight Buddies, Trending Series 5 And Collectible Squared 2

Simi Valley, CA (March 26, 2020) – Retailers walking the endless aisles of Toy Fair 2020 will have stars in their eyes searching for THE new product to stock back home. They should be sure to stop by the Moosh-Moosh Booth 2971 to see stars as eyes with the adorable **Starlight Buddies** Collection! Be the first to hug the many **Series 5** pillow-y pals plus the newest **Squared 2** personalities like *Cheddar* and *Raindrop*.

Who couldn't use a cuddle? Since their debut two years ago, Moosh-Moosh has wowed retailers, families and industry gurus as the softest plush pals around. College coeds, tweens and preschoolers appreciate how the varied Moosh-Moosh characters offer company, comfort and love as a pillow pal, bedtime buddy and cuddle companion whenever and wherever they are needed.

"Moosh-Moosh Plushies are proof that not all plush toys are created equal!" wrote the editors of *Tillywig Holiday Gift Guide 2019*. Retailers from CVS and Staples to Michaels and Walgreens continually refill their stock of Plushies, Sequins, Banks, Flashlights and Slipperz.

"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!

Coming to stores in 2020:

Series 5 Moosh-Moosh • Ages 3+ • \$16.99

The Spring 2020 Collection features 11 cuddly characters, each with an endearing facial expression and bright colors.



Squared 2 • Ages 3+ • \$19.99

It's hip to be square as these boxy bedtime buddies await a cuddle. Discover all 8 animal and fantasy-inspired characters. Watch for them in Spring 2020.



Starlight Buddies • Ages 3+ • \$19.99

So many choices – kitty, panda, unicorn or friendly monster? Six characters make their debut this Summer with more personalities on track for Summer 2020. These are the first Moosh-Moosh with arms, legs & heads so they're more akin to stuffed animals but with that familiar and beloved Moosh-Moosh cuddle factor.

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.

