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KIDS ARE REQUESTING MOOSH-MOOSH TO KICKOFF THEIR MOST SPOOKTACULAR SEASON YET!

Pumpkins, Ghosts and Mummies And More Now Transformed Into 2023 Spooky Collection Of Soft & Whimsical Slipperz, Halloween Pillows, Starlight Buddies

Simi Valley, CA (October 5, 2023) -- Before you buy the Halloween candy, get the slippers! Moosh-Moosh, makers of soft plushy toys and accessories, has an entire collection of not-too-spooky themed **Slipperz** (\$16.99/teen size - \$19.99/adult size) a dozen **Halloween Pillows** (\$16.99) and six cuddly **Starlight Buddies** (\$19.99). The spooktacular assortment, available now at moosh-moosh.com, lets kids (and grownups) know the unofficial start of autumn has arrived.



As its online warehouse is being stocked with friendly vampire slippers, witch-y sleep pillows and a Starlight Buddy devil with candy-corn horns, parents and grandparents may be asking, *what's a moosh-moosh?* Sean Price, Executive VP, Chief Marketing Officer of parent brand MMG Brands has the answer. "Moosh-Moosh is your ultimate cuddly companion designed to bring joy and comfort wherever they go, serving as a cozy pillow pal, a bedtime buddy, or simply a delightful plush friend to share your day with. From plush slippers to cuddle buddies, we have something soft and friendly for everyone."

Indeed, kids who have been collecting Moosh-Moosh pals of all shapes and sizes (from round to square) echo the same response. "I love my moosh-mooshes," one young fan exclaimed. "Super soft to cuddle. It's like sleeping with an oversized marshmallow."

Look for these adorable additions to the Halloween countdown to October 31st and beyond. These soft and squishy pillow plush toys are 100% polyester and yes, machine washable. Kids love to squish and/or stack their moosh-moosh pals. Find them in stock at moosh-moosh.com.

Moosh-Moosh Slipperz • \$16.99/Teen size, \$19.99/Adult size

Treat the kids' feet to a plush experience as the weather turns chilly. Perhaps get a pair to match your favorite Moosh-Moosh cuddle buddy! Choose one or more of **eight** Halloween-y styles including a white ghost with a pumpkin orange bowtie, a black cat and a grinning vampire with two little fangs.





Moosh-Moosh Starlight Buddies • \$19.99 • All Ages

From the bedroom to the dorm room, these plush characters get everyone in the spirit of Halloween. Choose one or collect all six: *Fortune, Spike, Amethyst, Nile, Vincent and Kai.*



Moosh-Moosh Sleep Pillows • \$19.99 • All Ages

Measuring 18” by 12” across, these themed pillows will have everyone doing a double take as they walk by the bed! There are **twelve** fun faces to choose from with a horned devil, green monster, toothy pumpkin, two witches and a black cat among the bunch! 2023 Collection



features: *Muffet, Hazel, Ambrose, Buffy, Marnie, Burton, Boris, Demian, Raegan, Shelley, Ramses and Shadow!*



Moosh-Moosh Plushies • Large \$19.99, Medium \$14.99, Clip-On \$6.99 • All Ages

Choose your size – big, medium or clip-on – and show off your spirit of Trick or Treat season. Moosh-Moosh offers nine beautiful pals for every age and stage. 2023 Collection features: *Archie, Bram, Fortune, Fang, Muffet, Nile, Cassie, Vincent* and of course, *Boo.*



Halloween season is a joyous time for all kids, including those who may be neurodivergent. “Our plush toys have been voted as the Top Sensory Toy and Gift by *Autism Live*, making them a perfect choice for children



with sensory sensitivities.” shares Sean Price. “Moosh-Moosh Plushies have been named the Top Fun toy by the esteemed *Tillywig Toy Awards*, showcasing our commitment to creating enjoyable and engaging plush companions.”

Follow the adventures of Moosh-Moosh pals on Facebook, You Tube, Pinterest and Instagram.

ABOUT MMG BRANDS

MMG Brands, headquartered in Los Angeles, California, is a dynamic company with over 40 years of experience delivering some of the most trending items on the market. With a keen eye on current trends, the company’s seasoned team swiftly turns insights into innovative, highly desired products. Balancing top-notch quality, creativity, and a deep understanding of consumer preferences, MMG Brands stands as a leader in bringing to life today’s most sought-after items. Discover MMG Brands – your source for the newest and hottest trending products. Please visit <https://moosh-moosh.com/> to learn more.