



## **CUTIE CARS™ SHIFTS SHOPKINS™ INTO NEW GEAR FOR 2018!**

### **New Cutie Cars Content & Licensing Program Launching**

**(Los Angeles – November 27, 2017)** – Moose Toys disrupted the toy industry with the global phenomenon Shopkins and through these pint-sized characters, reinvigorated the way children play. Now, the team at Moose are demonstrating that die cast vehicles are a hit with girls as well as boys! Cutie Cars are die cast vehicles packed with personality, and are the new toy line coming out of the **Shopkins franchise**. With their launch they have created a totally new segment in the girls' aisle.

Since launch, the distinctive vehicles have been selling out causing retailers and shoppers alike to scramble for more stock. These cute, collectible cars with names like Choc Chip Racer, Wheely Wishes and Motor Melon are made with real die cast metal which give them weight like classic collectible cars. There are over **35 vehicles to collect** in Series 1 and each has their own personality and their own mini Shopkin. Moose created and released a **Cutie Cars webisode** in support of the new line and it already has over **2 million views on YouTube**.

Moose Toys will launch a **new season of Cutie Cars** toys with all-new models early in 2018 supported with a substantial marketing campaign. **More webisodes** are planned to launch in the Spring of 2018 to support the new line.

Moose Toys also announces the launch of a **Cutie Cars licensing program**. The Licensing Shop Inc. will assist with this effort for the US and Canadian markets.

First licensees to announce include **Scholastic** (books launching this month with additional titles throughout 2018), **Goliath Games** (board games launching Spring '18) and **Mighty Kingdom** (**mobile app** launching in December 2018). Several other licensees will be announced in January.

Nicole Hardiman, Senior Licensing Manager at Moose Toys explains, “2018 is the ideal timing for a strategic rollout out of licensed Cutie Cars products to debut. We’re excited to be working with successful Shopkins licensees such as Scholastic and Goliath Games who understand the Shopkins franchise so well.”

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**About Moose Toys**

Moose Toys exists to make children happy. The team has innovation in their DNA and are famous for the design, development and manufacture of award winning toys that continue to disrupt the market! Moose Toys dominates in categories including collectables, craft, dolls, games and youth electronics and is consistently recognised as the most creative company in the industry.. The success of the company extends to the development of content, entertainment and global licensing deals. Moose calls Australia home, has over 350 staff and distributes to over 100 countries.

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