



## **Moose Toys' Heroes of Goo Jit Zu™ Break Out of Toy Aisle with Extensive Licensing Program**

*Innovative toy maker teams with proven partner The Licensing Shop Inc.  
to bring hit toy brand to range of consumer products*

**LOS ANGELES (MAY 26, 2021)** —Moose Toys' *Heroes of Goo Jit Zu*, super stretchy, goo-filled heroes are venturing out of the toy aisle! In a new partnership with The Licensing Shop, the mega-hit toy line will be extending into an extensive array of consumer products, including publishing, apparel, confectionery, sleepwear and accessories.

The *Heroes of Goo Jit Zu* are a band of mutated zoo animals turned heroes filled with gooey, stretchy, squishy compounds. Each character has unique fillings and can be squished, smashed and stretched in every direction-- up to three times their original size! Last year, the *Heroes of Goo Jit Zu* Single Figure Assortment was recognized as the No. 1 non-licensed Action Figure Item for 2020 and for Year to Date 2021, according to The NPD Group\*.

"It's been incredible to see the growth in *Heroes of Goo Jit Zu* since launch," said Menal McGrath, vice president, global licensing, Moose Toys. "Kids can't get enough of our super stretchy, gooey heroes and villains, so we're giving them more to love with engaging and fun licensed consumer products."

In addition to the hugely popular toys, Moose Toys brings *Heroes of Goo Jit Zu* to life with action-packed seasonal 'mini-movies' on YouTube.

Moose keeps the story and the action exciting by introducing new themes, characters and ways to play. This year, the toymaker launched *Heroes of Goo Jit Zu* Dino Xray, where kids can stretch their figures and see their bones inside. Additional line extensions will debut in the fall.

For more information, visit [moosetoys.com](https://www.moosetoys.com), follow @moose\_toys on Instagram or go to <https://www.youtube.com/c/MooseTubeMania>

### **About Moose Toys**

Moose Toys exists to make children Superhappy. It's at the heart of everything we do. The team has innovation in its DNA and is famous for the design, development and manufacture of award-winning toys that continue to disrupt the market! Moose Toys leads in categories including collectibles, craft, dolls, games and youth electronics and is consistently recognized as the most creative company in the industry.

We are a family-run business, but that doesn't mean we are small-time. We shook up the toy industry in 2014 with the global phenomenon Shopkins, and through these pint-sized characters, we reinvigorated the way children play. Not satisfied to stop at toys, we have also stretched ourselves into creating content, entertainment and making worldwide licensing deals. Moose calls Australia home, but our 500-strong team is scattered globally, spreading the Superhappy.

*\*Source: The NPD Group/Retail Tracking Service/US/Action Figures Class/Jan-Dec 2020, Jan-Feb 2021/USD)*

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