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Moose Toys Disrupts Preschool Aisle with Launch of Highly-Anticipated Kindi Kids Dolls

*New Property Debuts with Original YouTube Series;
Brings Fresh, Innovative Spin to Traditional Doll Play and
Helps Preschoolers Transition to Kindergarten*

LOS ANGELES (May 3, 2019) –Moose Toys once again establishes itself as a leader in the toy industry with the groundbreaking launch of Kindi Kids preschool property this Fall. The Kindi Kids are four quirky and colorful bobblehead dolls with magical accessories that move and come alive, sparking imaginative play and guiding young girls on their journey to kindergarten.

“Kindi Kids is more than a brand launch for Moose Toys. It’s an incredible opportunity to disrupt the preschool aisle to celebrate the major milestone of entering kindergarten for the first time,” said Paul Solomon, co-CEO, Moose Toys. “We’ve received great support from retailers, and this is just the beginning for Kindi Kids. We are building out a robust world with music and content, with more to come.”

The world of Kindi Kids, Rainbow Kindi, will also come alive with original content on YouTube launching in June. The episodes are filled with music, where viewers can get to know the Kindi Kids and join their adventures, including the first day of kindergarten and making new friends.

The Kindi Kids launch will be supported by a multifaceted marketing campaign, including national television, digital and social campaigns and in-store point of sale materials, and will launch with a robust influencer campaign, including a partnership with Instagram and YouTube icons and four-year-old twin preschoolers [Mila and Emma Stauffer](#) who will create original content for [Instagram](#) and [YouTube](#) showcasing their own journey to kindergarten with Kindi Kids.

“Kindi Kids is poised to become one of the top preschool toys of the year,” said industry expert, Tom McGrath, president, TMG Consulting. “The preschool aisle could benefit from inspirational toys that offer possibilities for adventure and imagination for young girls entering kindergarten. Kindi Kids fills a void by building an entire world and original content that speaks to young children and their parents in a modern, fresh and fun way.”

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Kids can explore Rainbow Kindi, which is filled with imagination, happiness and friendly characters, which include Marsha Mello, Jessicake, Peppa-Mint and Donatina, four bobble head dolls with glittery eyes, colorful rooted hair and changeable clothes. Each doll comes with interactive food-themed accessories. The line will also include three playsets that come alive with moving parts, including a bear fridge, kitty supermarket and bunny shopping cart.

“As young children enter kindergarten, often the most difficult aspect for them and their parents is the transition, but with the help of their upbeat, colorful and positive Kindi friends, their experience can be transformed to a happy, fun and safe adventure,” said Jacqui Tobias, co-owner, Moose Toys. “Our goal in introducing a new girls’ line to the preschool category is to help young kids discover their voice and develop their individuality, imagination and confidence in their journey to kindergarten.”

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 family run business disrupted the toy industry with the global phenomenon Shopkins and through these pint-sized characters, reinvigorated the way children play. The success of the company extends to the development of content, entertainment and global licensing deals. Moose calls Australia home, has over 450 staff and distributes to over 100 countries.

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