



Dana Moncrief
dana.moncrief@moosetoys.com
310-341-4642 X919

Karen Lee
karen.lee@moosetoys.com
310-341-4642 X116

Moose Toys Announces KINDI KIDS™ Licensing Program

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

LOS ANGELES (May 23, 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-owner, 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, viewers can get to know the Kindi Kids and join their adventures, including the first day of kindergarten and making new friends.

The Licensing Shop Inc. has been appointed by Moose to develop the licensing program in the US and Canadian markets. The program will launch in the back-to-school window of 2020 with product categories such as apparel, accessories, stationery, publishing and drinkware. The program will expand in 2021 to include sleepwear, room décor, party goods, and snacks in addition to others. Moose also announced new Kindi Kids™ licensees The Bentex Group (Master Apparel and Swimwear) including Bentex, Dreamwave, and HIS International and Komar Brands (sleepwear) are already on board.

“Moose Toys continues to diversify its brand portfolio, and at Licensing Expo we are showcasing Kindi Kids™, our first consumer products program specifically developed for the preschool market,” said Menal McGrath, vice president, global licensing, Moose Toys. “The world of Kindi Kids™ has strong licensing appeal and reception to the brand has been extremely positive.”

-more-

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 recognized 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 500 staff and distributes to over 100 countries.

###