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## **Moose Toys' Kindi Kids Recognized as No. 1 U.S. Property Launch**

*New preschool brand nominated for Toy of The Year heads into holiday season with top retailer and industry accolades and growing list of licensees.*

**LOS ANGELES (Dec. 10, 2019)** — Kindi Kids, Moose Toys' first foray into the preschool aisle, successfully debuted on shelves this summer and is now recognized as the No. 1 property launched in the U.S. since July 2019 by the NPD Group/U.S. Retail Tracking Service, 3ME September 19, Dollars. Given the high demand for the collection to date, Kindi Kids is among the most coveted and top-selling toys this holiday season, with more exciting entertainment news to come next year.

The quirky, colorful bobblehead dolls remain a leader in the preschool category and head into the 2019 holiday season with notable accolades. The collection, which also includes magical accessories that move and come to life, has resonated with consumers and retailers alike — named a top holiday toy by retailers including Walmart and Amazon — and received a coveted Toy of the Year nomination by the Toy Association. Kindi Kids was also recognized by the Toy Insider and TTPM and was named a winner of the 2019 National Parenting Product Awards for best Creative Play due to its ability to spark imagination and guide young children on their journeys to kindergarten.

“Kindi Kids dolls are unique in the preschool doll market, encouraging ‘best friend’ play just as kids are preparing to go to kindergarten,” said independent toy analyst Chris Byrne, aka the Toy Guy®. “While most other dolls for children this age focus on nurturing/parent role play, Kindi Kids begin the all-important process of helping kids get ready to be among their peers. And since they’re also super cute, I’m confident that Kindi Kids will be at the top of holiday wish lists this year.”

Due to the rapid success and sustained popularity of the line, the Kindi Kids brand will grow in 2020 with the inclusion of new dolls — Rainbow Kate and Summer Peaches — and new ways to play. Moose Toys is also developing a Kindi Kids licensing program to launch in the U.S. market in 2020 and has worked with **The Licensing Shop** to solidify deals with more than 15 licensees, including notable brands such as Scholastic, apparel and swimwear collective the Bentex Group and Bendon Publishing for coloring, activity and sticker books.

The world of Kindi Kids goes beyond retail and extends online to boost interactivity. The [Kindi Kids YouTube channel](#) brings Rainbow Kindi, a world of imagination and discovery, to life and has garnered more than 36 million views.

Holiday shoppers can purchase Kindi Kids (MSRP \$24.99) online and at retail locations nationwide. For more information, visit [moosetoys.com](http://moosetoys.com), follow @kindikidsofficial on Instagram or go to [youtube.com/kindikidsofficial](https://youtube.com/kindikidsofficial).

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### **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.

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