



Moose Toys and Spirit Halloween Debut Kindi Kids™ Costumes this Fall

Fans can dress-up as their favorite Kindi Kids' characters



LOS ANGELES (JULY 14, 2020) — Today, [Moose Toys](#) announced a new direct-to-retail license agreement with Spirit Halloween. In the agreement, brokered by The Licensing Shop Inc., the retailer will launch four [Kindi Kids](#) costumes in Spirit Halloween locations across the U.S. and Canada, online at SpiritHalloween.com and on Amazon this fall. The costumes will be based on popular Kindi Kids' characters Donatina, Marsha Mello, Rainbow Kate and Summer Peaches with each costume accessorized with a plush buddy, a makeup kit and a trick-or-treating bucket.

“When Kindi Kids dolls and accessories debuted last fall, we knew we had a hit on our hands. Our partnerships with best-in-class licensees allow fans to engage more deeply with the brand, which is why we are delighted to partner with Spirit Halloween. Now for the first time, kids will have the opportunity to dress-up as their favorite Kindi Kid at Halloween and year round,” explains Menal McGrath, vice president, global licensing, Moose Toys. “We can’t wait to see our fans bring the Kindi Kids costumes to life.”

“Spirit Halloween is at the forefront with the characters and costumes kids love,” said Kym Sarkos, executive vice president, marketing & product development, merchandising, and general merchandise manager, Spirit. “We strive to delight our customers and Kindi Kids’ costumes this Halloween is sure to do just that. Our quality standards and attention to detail will bring these fan-favorites to life.”

Spirit Halloween joins a roster of 16 Kindi Kids licensees with products rolling out over the next year.

Kindi Kids is among the most coveted and top-selling toys for this holiday season, with exciting product extensions continuing to drive the brand seasonally. 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 the webisodes and brand influencer YouTube videos have garnered more than 80 million views.

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For more information, visit moosetoys.com, follow @kindikidsofficial on Instagram or go to youtube.com/kindikidsofficial.

For more information, contact: Dana Moncrief, dana.moncrief@moosetoys.com, +1 818-519-5180

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.

About Spirit Halloween

Spirit Halloween (SpiritHalloween.com) is the largest Halloween specialty retailer in the country with over 1,400 locations in strip centers and malls across North America. Celebrating 37 years of business, Spirit is the premier destination for all things Halloween, offering one-stop shopping for everything from costumes to décor and party goods to accessories. In addition to being a fun and interactive event for shoppers, Spirit stores offer complete selections of costumes and accessories for infants/toddlers, children, 'tweens, teens, and adults along with exclusive décor you won't find anywhere else. For more information, please visit: www.SpiritHalloween.com.

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