



Moose Toys Announces McDonald's Happy Meal Promotion

New promotion focuses on Happy Places toy brand

(Los Angeles – December 14, 2017) – Moose Toys is pleased to announce a partnership with McDonald's Restaurants featuring Moose Toys' Happy Places Shopkins toy brand. This Happy Meal promotion will launch in US restaurants starting **January 2** supported by a substantial marketing campaign. The deal was brokered by The Licensing Shop Inc.

Happy Places Shopkins launched in 2016 and is a successful brand extension from the Shopkins franchise. Happy Places Shopkins is where the Lil' Shoppies head home (from a busy day shopping in Shopville) to Happyville to make their own Happy Places. Children enjoy using the collectible toys to create their own 'Happy Place' with the Lil' Shoppies and their cute Petkins friends.

The McDonald's Happy Meal tie-in will emulate the Happy Places Shopkins creative play with forty-eight collectible Petkins which children can use to decorate four rooms: Bathing Bunny Bathroom, Kitty Kitchen, Puppy Patio and Dreamy Bear Bedroom.

Nicole Hardiman, Senior Licensing Manager at Moose Toys adds, "We are thrilled to be working with McDonald's again featuring the Shopkins franchise. Happy Places was such a natural fit for this promotional tie-in. Our fans will enjoy collecting and decorating these fun rooms while enjoying their Happy Meals."

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 350 staff and distributes to over 100 countries.

###