



EMBARGOED UNTIL 2/16/19

3018 N. Holmes Ave, Idaho Falls, ID 83401
1-844-4FinFun (1-844-434-6386)
finfun.com

Mermaid Madness Takes Hold at Fin Fun

New Fiji Fantasy Limited Edition Mermaid Tails

Angry Birds and Sesame Street Blankets

TOY FAIR #5553 on Level One

February 16, 2019 - Idaho Falls, ID... Fin Fun, leader in the mermaid lifestyle category, introduces a bevy of new Limited-Edition tail styles for mermaids who want to dazzle on land and under the sea at American International Toy Fair (Booth 5553). Also debuting are licensed character blankets and beach wraps for kids who want to transform into their favorite characters any time – winter or summer, at home, on the go, or at the beach.

Show highlights include:

Fiji Fantasy Limited Edition Mermaid Tail

Feel like you're island-hopping in Fiji when you plunge into the water with our swimmable mermaid tail inspired by the bright colors of the South Pacific! An extra layer of holographic sparkles illuminates this design. Features reinforced tail tips, sparkly foil finish and [90-Day Tail Tip Warranty](#).

MSRP for Limited Edition tails:

Youth: \$50

Adult: \$60

Monofin Insert (required for swimming):

Monofin Jr. From \$40 MSRP

Monofin Pro: From \$45 MSRP

Advanced Monofin Pro (AMP): \$60 MSRP



New Legging Styles Matched to Popular Mermaid Tails

Flash your mermaid style anytime, anywhere in our new compression-style body hugging mermaid leggings. Vibrant scale patterns coordinate with our most popular mermaid tails - Fiji Fantasy, Pacific Pearl and the upcoming Ice Dragon - and look great whether you are at the beach, running around town or taking a break for some relaxing yoga. The flattering, mid-rise style comes in sizes for girls and women and is made of a premium, breathable poly/spandex blend fabric. Includes a hidden waist pocket for essentials.

MSRP for Leggings: \$30 - \$35 (in Youth and Adult sizes)



Beach Wraps and Blankets:

This year, Fin Fun launches its licensed program with cozy hooded blankets and fun-filled Beach Wraps with designs featuring two beloved kids properties – Angry Birds and Sesame Street.

Angry Birds Blankets

Fin Fun launches their new licensed line with its first Angry Birds hooded blanket for kids, featuring the popular Red character! With an adorable 3D face, oversize hand pockets, and true-to-character details, this comfy bird blanket lets imagination soar! Perfect for play time or nap time.

Coming this Spring, an adorable Pink Hatchling Zoe hooded blanket for all those little Angry Birds fans partial to these Angry Birds characters! For Summer 2019, these characters will also be available in Fin Fun's new Beach Wrap line, featuring the same popular character designs made in a soft cotton terry material ideal for drying off and covering up at the pool or beach.

Also this Summer, look for everyone's favorite Sesame Street characters to make their debut in Fin Fun's Beach Wrap line. Stop by our booth for a sneak peek of these upcoming releases!



Licensed Blankets/Beach Wraps: \$30 MSRP
One Size Fits Most, Ages 4-11

Best known for introducing premium quality, high performance swimmable mermaid tails that deliver safety, comfort and fun at an affordable price, the Fin Fun brand has become the leader in the Mermaid lifestyle segment with a unique assortment of Mermaid tails, a patented monofin design, plus coordinating swimwear, beach apparel & accessories. The trademark Mermaidens line of mermaid tails and swimwear allows girls to become their favorite characters from Fin Fun's original Mermaidens series of stories and games found on FinFriends.com, the perfect place for girls who love mermaids. Fin Fun has extended the fun from water to land with its Cuddle Tails mermaid blankets, [Wild Things](#) animal blankets and popular shark/orca products for boys.

About Fin Fun

Based in Idaho Falls, Idaho, Fin Fun originated the swimmable fabric mermaid tail and patented monofin in 2010. Fin Fun produces wearable mermaid tails, monofins, mermaid-themed clothing and accessories as well as its lines of Cuddle Tails plush mermaid tail blankets and Wild Things wearable animal blankets. A celebrity favorite, Fin Fun sells its products primarily online and to exclusive retail outlets in over 170 countries around the globe. In 2017, Eric Browning, CEO and Steve Browning, President & CFO, were named Idaho Small Business Persons of the Year by the U.S. Small Business Administration. In 2016, the family-owned and operated company made the [Inc. 500 list](#) at #119 and was recognized as an innovative e-retailer on the Internet Retailer Hot 100 list. For more information, visit www.finfun.com.

Media Contacts:

Julie Livingston/Erika Sanchez
WantLeverage Communications
julie@wantleverage.com / erika@wantleverage.com
(347) 239-0249 / (917) 318-5697