



Moose Toys to Debut Collection of *Bluey* Products Based on Hit Series

**Charming, Laugh-Out-Loud, Animated Kids' Show from
"Down Under" to Make Even More New "Mates" Nationwide
Starting This Summer!**

Moose Toys – Booth #2535, 2020 Toy Fair New York, February 22-25, 2020

New York - February 20, 2020 – Moose Toys, an Australia-based toy company known for its best-in-class products, is introducing the first ever collection of *Bluey* toys based on the smash-hit series from "Down Under" that has won over U.S. audiences since its fall 2019 premiere. The new toy collection arrives at retail beginning August 1, 2020. Created by Ludo Studio and brought stateside by BBC Studios, *Bluey* airs in the U.S. on Disney+, Disney Channel, and Disney Junior. The debut range of *Bluey* toys from Moose Toys will be featured at 2020 Toy Fair New York, February 22-25, 2020, Javits Convention Center, Booth #2535.

Bluey arrived stateside with an impressive pedigree. It was Australia's No. 1 children's television series of 2019, peaking at the top spot on the iTunes children's chart, and the No. 1 program ever on Australia's ABC iView. The debut line of *Bluey* toys was also a sellout success last year in Australia. Moose brings *Bluey* to life for American children through a collection of play sets, figures, plush characters, and accessories featuring Chilli (Mum), Bandit (Dad), and Bingo (Sister). The toys were designed to inspire kids and families to recreate their favorite moments from the popular show at home. To learn more about the highly anticipated line, visit moosetoys.com.

"*Bluey* has been a breakout hit everywhere for portraying the fun, and often funny, day-to-day life of real families," said Suzy Raia, VP Consumer Products and Business Development, BBC Studios. "We couldn't have picked a better partner to launch the *Bluey* consumer products program in the U.S. than Moose Toys. The new toys will extend all the *Bluey* fun beyond the screen and invigorate the imagination of children."

"After the phenomenal success of *Bluey* in Australia, we can't wait to introduce *Bluey* toys to U.S. families later this year," said Paul Solomon, co-owner, Moose Toys. "Our *Bluey* collection celebrates everyday family life and encourages imagination and discovery through play. Moose is a family-owned company headquartered in Australia, and we share a lot of the same core values as *Bluey*. As fellow Aussies, we are in a unique position to bring the magic of the show to life in toys."

Bluey follows the adventures of a lovable and inexhaustible 6-year-old Blue Heeler puppy who lives with her dad, mom, and 4-year-old little sister, Bingo. In every episode, Bluey uses her limitless Blue Heeler energy to play elaborate games that unfold in unpredictable and hilarious ways, bringing her family and the whole neighborhood into her world of fun.

Bluey is produced by the Emmy® Award-winning Ludo Studio for ABC KIDS (Australia) and is co-commissioned by ABC Children's and BBC Studios. Financed in association with Screen Australia, Bluey is proudly 100% created, written, animated and post produced in Brisbane Queensland, Australia, with funding from The Queensland Government through Screen Queensland and the Australian Government.

About Moose Toys

Moose Toys exists to make children happy. The team has innovation in their DNA and is famous for the design, development and manufacture of award-winning toys that continue to disrupt the market! Moose Toys dominates in categories including collectibles, 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 company's success 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.

About BBC Studios

BBC Studios, a global content company with British creativity at its heart, is a commercial subsidiary of the BBC. Formed in April 2018 by the merger of BBC Worldwide and BBC Studios, it spans content financing, development, production, sales, branded services, and ancillaries. BBC Studios' award-winning British programs are internationally recognized across a broad range of genres and specialties. It has offices in 22 markets globally, including seven production bases in the UK and production bases and partnerships in a further nine countries around the world. The company, which makes over 2,500 hours of content a year, is a champion for British creativity around the world and a committed partner for the UK's independent sector.

In the Americas, BBC Studios' operates two production units – one in Los Angeles, responsible for ratings juggernaut and Emmy®-nominated *Dancing with the Stars* and multi-award-winning *Life Below Zero*, and the other in Brazil, where local productions *Dancing Brasil* and *Bake Off Brasil* have become breakout hits. The company manages joint venture relationships with AMC Networks for flagship channel BBC AMERICA (U.S.) – home of original series *Killing Eve* and global brands *Dynasties*, *Doctor Who*, and *Top Gear* – and with ITV for SVoD service BritBox (U.S./Canada), as well as strategic partnerships in Canada with Blue Ant Media for BBC Earth Channel and Corus for BBC Canada. The company also boasts a franchise management business and a robust linear and digital content sales and co-productions operation.

About Ludo Studio

Ludo is a multi Emmy® and Logie award winning Australian studio that creates and produces original scripted drama, animation and digital stories that are authored by incredible local talent, distributed globally and loved by audiences everywhere.

ludostudio.com.au

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