



## Moose Toys 2020 New York Toy Fair Product Line

*(listed in alphabetical order)*

Access additional press materials and high-res images here: <https://bit.ly/2S8C93s>

### Best Mate Bluey

- **Description:** Bluey is a loveable, six-year-old blue heeler dog who loves to turn everyday family life into endless, playful adventures. Kids can cuddle with Best Mate Bluey, a jumbo, soft plush, and recreate some of the most memorable moments from the hit Disney TV show at home.
- **Age:** 3-5 years old
- **MSRP:** \$19.99
- **Availability:** August 2020

### Bluey Family Home

- **Description:** Bluey's Family Home brings to life the actual home in the hit Disney TV show, *Bluey*. Bluey is the beloved six-year-old pup who loves to play, and Bluey's Family Home invites kids to recreate some of the most memorable moments from the show. The playset features four different rooms to play in (living room, kitchen, bedroom and bathroom), one Bluey figure and furniture accessories that are removable for added play. Laugh, play, and pretend with Bluey by recreating your favorite episodes of Bluey plus new adventures in your own Bluey Family Home.
- **Age:** 3-5 years old
- **MSRP:** \$39.99
- **Availability:** August 2020

### Bluey Heeler 4WD Family Vehicle

- **Description:** The Heeler 4WD Family Vehicle lets kids take Bluey's whole family for a drive and embark on fun adventures. The vehicle, which fits four Bluey figures, comes with a Bandit Figure, two surf boards and a sticker sheet featuring beach friends to decorate the car. When Bluey is ready for a beach excursion, both surf boards can be stored on the rooftop surfboard rack.
- **Age:** 2-5 years old
- **MSRP:** \$19.99
- **Availability:** August 2020

### Boom City Racers

- **Description:** Boom City Racers allows kids to race the most explosive cars ever! Pull the ripcord and watch your mystery car explode out of the firecracker and smash into pieces. Rebuild your car for repeat play. Collect all 24 superfast racers, including Rare and Super Rare models.
- **Age:** 4-8 years old
- **MSRP:** \$5.99 (Single Pack); \$9.99 (2-Pack); \$14.99 (Starter Pack); \$29.99 (Fireworks Factory)
- **Availability:** June 2020

### Collins Key

- **Description:** Inspired by popular creators Collins and Devan Key and their [No. 1 YouTube channel](#) for compounds, activities, and creativity, the Collins Key line will feature challenge and DIY-inspired toys and activities. The fun filled kits allow fans of all ages to make their own DIY-inspired toys, activities and challenges at home with Fake Food Challenges and the Mystery Challenge Wheel. The #KEYPERSQUAD can also grow their Collins Key fandom with Mystery Box Collectibles and experience an Ultimate Unboxing Challenge. YEET!
- **Age:** 6+ years old
- **MSRP:** \$4.99 (Mystery Box Collectibles), \$9.99 (Deluxe Fake Food Challenge), \$14.99 (Fake Food Challenge Showdown), \$19.99 (Ultimate Unboxing Challenge), \$29.99 (Fake Food Challenge Wheel)
- **Availability:** October 2020

### Cozy Dozy Koala

- **Description:** Kip the Cozy Dozy Koala is the next iteration of Moose Toys' hit Cozy Dozy, a super soft, life-like and interactive teddy bear. Kip the Cozy Dozy Koala teaches children about nurture play, helps them establish their bedtime routine and has more than 25 different sounds and reactions. Kip can be soothed to sleep with his pacifier and responds to having his tummy tickled or head pet.
- **Age:** 2-6 years old
- **MSRP:** \$29.99
- **Availability:** August 2020

### Fortnite

- **Description:** Inspired by Fortnite's 100-player Battle Royale matches, Moose Toys' Fortnite Battle Royale Collection includes a line of poseable, swappable mini figurines, vehicles and playsets that allow Fortnite fans to bring their favorite virtual video game world into reality at an affordable price. Expanding throughout 2020 with all new figures including Peely, Fishstick, Galaxy, and Limited-Edition Frozen Knight. You'll never know who is going to 'drop in' next.
- **Age:** 8-12 years old
- **MSRP:** \$4.99 (Solo Pack); \$9.99 (Duo Pack); \$19.99 (Battle Bus 5-Figure Multipack)
- **Availability:** March 2020 (Series 5); August 2020 (Series 6 & 5-Figure Multipack)

### Heroes of Goo Jit Zu

- **Description:** The Heroes of Goo Jit Zu are back and are as squishy and stretchy as before – but now with more Aqua-power to pack their punch. Introducing Heroes of Goo Jit Zu, superhero action figures with new water blast energy and weapon-morphing arms. Fill their heads with water, aim and fire. Similar to the original Heroes collection, every character has a unique goo filling with a different texture and feel. Squeeze their different fillings to feel their Super Stretchy, Super Gooney, Super Goopy, Super Squishy and even Super Crunchy insides. There are seven new Heroes of Goo Jit Zu to collect.
- **Age:** 4-6 years old
- **MSRP:** \$9.99 (Hero Pack)
- **Availability:** March 2020

### Heroes of Goo Jit Zu Dinosaurs

- **Description:** Goo Jit Zu delivers the squishiest, stretchiest, goo-filled action heroes who will always fight to save the day. Kids can now live out their dinosaur battle dreams with the Dino Power pack, featuring brand new, exciting heroes to collect, like the big chomping SupaGoo T-Rex. Each hero comes filled with a unique compound, from sand to faux teeth or bones, glitter or goo that can be squished, stretched, and smashed in every direction giving them special battle powers and making for engaging tactile play.
- **Age:** 4-8 years old
- **MSRP:** \$4.99 (Mini Battle Pack); \$9.99 (Hero Pack); \$19.99 Versus Pack; \$19.99 (SupaGoo T-Rex)
- **Availability:** August 2020

### Heroes of Goo Jit Zu Marvel

- **Description:** Goo Jit Zu delivers the squishiest, stretchiest, goo-filled action heroes who will always fight to save the day. With the new Marvel-themed characters, kids can create action-filled battles featuring their favorite superheroes, including Iron Man, Captain America, Hulk and Spiderman.
- **Age:** 4-8 years old
- **MSRP:** \$12.99 (Marvel Hero Pack); \$29.99 (Marvel SupaGoo Spiderman)
- **Availability:** August 2020

### I Dig Monsters

- **Description:** I Dig Monsters is a popsicle-themed collectible that features compounds that feel cool to the touch, just like a real popsicle. Shave, cut or grate the jelly compound with the popsicle stick to find an adorable and cheeky monster named Monji dressed in one of 24 designer outfits. Monji's outfits come in a variety of different rarities including soft goods fashion, accessories, fun-fills and color change reveals.
- **Age:** 5-9 years old
- **MSRP:** \$9.99 (Single Pack); \$19.99 (Large Pack)
- **Availability:** May 2020

### Jelli Rez

- **Description:** With Jelli Rez, you can create one-of-a-kind fashion jewelry in 15 minutes. Made of a resin-inspired compound with a unique jelly-like texture, Jelli Rez jewelry is made in three easy steps: **mix** (compound + hardener), **pour** and **wear**. Customize your Jelli Rez jewelry by layering charms, pigments or glitter before the resin sets.
- **Age:** 7-12 years old
- **MSRP:** \$9.99 (StyleMi Pack); \$19.99 (Super StyleMi Pack)
- **Availability:** October 2020

### **Kindi Kids Shiver and Shake Rainbow Kate**

- **Description:** Kindi Kids' Shiver and Shake Rainbow Kate doll encourages nurture and imaginative play, positioning kids as the doctor who cares for Kate making her feel better. Shiver and Shake Rainbow Kate has three features that helps to guide kids in nursing their best friend back to health: Heartbeat, Shiver and Shake and Talk, Burp and Toot. Similar to the entire Kindi Kids collection, Shiver and Shake Rainbow Kate has bright colors, glittery eyes, gorgeous hair and a bobble head. She also features more than 40 sounds, interactive accessories (e.g. color-changing band-aid) and sensors.
- **Age:** 3-6 years old
- **MSRP:** \$39.99
- **Availability:** August 2020

### **Kindi Kids Summer Peaches**

- **Description:** Summer Peaches, the latest offering from Kindi Kids™, is the newest friend to join the colorful world of Rainbow Kindi. Similar to the entire Kindi Kids™ collection, Summer Peaches has bright colors, glittery eyes, gorgeous hair and a bobble head. The Summer Peaches doll comes with her Peach Smoothie Shopkin, Peaches 'N' Cream Popsicle, and removable clothes and shoes.
- **Age:** 3-5 years old
- **MSRP:** \$24.99
- **Availability:** August 2020

### **Little Live Pets Gotta Go Flamingo**

- **Description:** Brand new from Little Live Pets, Gotta Go Flamingo is your hilarious new feathered friend who sings, chats back, eats, and poops. Feed him his special food and watch his neck wiggle and jiggle as he swallows. When he proclaims, "uh oh, gotta go!" quickly grab the included toilet to catch his squishy, neon poop. Perfect for repeat play - once you're done, you can do-do it all over again.
- **Age:** 4-8 years old
- **MSRP:** \$29.99
- **Availability:** October 2020

### **Little Live Pets Lil' Bird**

- **Description:** Lil' Bird, the latest youth electronic offering from Little Live Pets, is an interactive pet bird that moves, feels, and sounds like a real pet bird. Lil' Bird has big eyelashes, magical glitter eyes, and head sensors – it listens and responds to your voice and touch. Talk to Lil' Bird and watch it chat back or sing a recorded special message. There are three magical Lil' Birds to collect.
- **BIRD HOUSE:** The Bird House set includes an exclusive Lil' Bird interactive pet and a little birdhouse it calls home. Collect the Bird House sets and clip them together to build your own bird community.
- **Age:** 4-8 years old
- **MSRP:** \$9.99 (Single Pack); \$14.99 (Bird House)
- **Availability:** August 2020

### Little Live Pets Lil' Butterfly

- **Description:** Lil' Butterfly, a brand new youth electronic offering from Little Live Pets, is an interactive pet butterfly that feels and acts so real. The beautiful Lil' Butterfly pet flutters its stunning wings magically in your hand like a real butterfly. Set Lil Butterfly down on its flower charging station to feed and watch it come to life. Lil' Butterfly comes in six unique and individual butterflies to collect.
- **Age:** 4-8 years old
- **MSRP:** \$9.99
- **Availability:** August 2020

### Little Live Pets Lil' Turtle

- **Description:** Lil' Turtle, an interactive electronic pet offering from Little Live Pets, is back with new and unique shell designs and more interactive features. Lil' Turtle captures the magic of bringing home your very own turtle from the pet store. Watch Lil' Turtle show of its fun personality as it swims and crawls its way around its new home.
- **Age:** 4-8 years old
- **MSRP:** \$9.99
- **Availability:** August 2020

### Noodle Pup

- **Description:** Noodle Pup, a brand new youth electronic offering from Little Live Pets, is an interactive pet with noodle fur that jiggles like a real shaggy dog. Noodle Pup barks, plays and dances to the beat of the music. Watch his tail wiggle and his bouncy, noodle fur jiggle when he walks.
- **Age:** 4+ years old
- **MSRP:** \$14.99
- **Availability:** August 2020

### OH! MY GIF

- **Description:** OH! MY GIF is gifs in real life via the first moving collectible toy that's inspired by GIFs, memes and stickers on social media. Kids can express themselves with a shareable collection of 50 "GIFbits" characters. Each GIFbit has unique movements that can be reset with a simple touch. The collection includes a cat typing on a computer or a #failburger hamburger who lifts weights. There are six GIFbits teams to collect from: #WOW, # FAIL, #SUPP, #GOALS, #CURRENTVIBE and #BESTIE. Each pack includes a call-to-action to download a special proprietary app (available May 1) and a QR code that enables kids to download a digital sticker version of the characters which can be saved down to their phones and utilized across all social/messaging apps.
- **Age:** 6+ years old
- **MSRP:** \$4.99 (Single "1-Bit" Pack); \$9.99 ("3- Bit" Pack)
- **Availability:** May 2020

### **OMG Got Talent**

- **Description:** OMG Got Talent features squishy pups that are born to sing and perform. Inspired by the squishy tactile feel that kids love, OMG Got Talent puppies feature 15 sounds and reactions, have two modes of play and respond to touch. Listen to them howl along to musical tracks playing in the background and dress them up in fun accessories like sunglasses, headphones, and hats. Each OMG Got Talent puppy comes with a special accessory and a birth certificate. There are six OMG Got Talent puppies to collect.
- **Age:** 4-8 years old
- **MSRP:** \$9.99
- **Availability:** July 2020
- **Asset Availability:** N/A

### **Really RAD Robots Fart Bro**

- **Description:** RAD Robots are packed with attitude, programmed with personality and rammed full of fun. The brand new Fart Bro delivers the fun and mischief of classic fart pranks, allowing kids to catch unsuspecting victims anywhere, any time with hilarious functions like the Whoopee cushion, ticking fart bomb and more with the press of a remote control.
- **Age:** 5-10 years old
- **MSRP:** \$19.99
- **Availability:** August 2020

### **Really RAD Robots Prank Bro**

- **Description:** Prank Bro is the newest electronic offering from Really RAD Robots, the only robotic brand that combines cheeky attitude, high interactivity and low complexity, making it the perfect robotic friend for any child. Prank Bro brings to life all the classic pranks kids know and love into one ultimate pranking robot. Packed with attitude and programmed with personality, Prank Bro squirts real water with an interchangeable flower and water blaster, fist punches without warning and more – all within your control.
- **Age:** 6-10+ years old
- **MSRP:** \$54.99
- **Availability:** October 2020

### **Scruff-a-Luvs Babies**

- **Description:** Scruff-a-Luvs Babies, the little baby balls of fur waiting to be rescued, are back with a unique new way to reveal the mystery animal inside. They arrive as small balls of matted fur in baby cot carriers with a comb and new sippy cup. Reveal the mystery Scruff-a-Luvs Baby animal by feeding it with its sippy cup, no water required. Finally, comb out the baby's tangled fur and turn them from Scruffy to Fluffy. There are 21 Scruff-a-Luvs Babies to collect, including 6 new species such as platypus, penguin, monkey, and more.
- **Age:** 4-8 years old
- **MSRP:** \$7.99
- **Availability:** August 2020

### **Scruff-a-Luvs Fantasy**

- **Description:** Scruff-a-Luvs Fantasy is the latest addition to the Scruff-a-Luvs family, the line of matted fur pets you bathe, brush, and love to take from scruffy to fluffy. Rescue and mend the broken wings of the three all-new plush characters – Pegicorn (Pegasus), Dragon or Griffin. Some TLC will reveal what fantastical creature you've rescued.
- **Age:** 4-8 years old
- **MSRP:** \$19.99
- **Availability:** August 2020

### **Scruff-a-Luvs Scented**

- **Description:** Scruff-a-Luvs Scented is the most unique addition yet to the Scruff-a-Luvs family, the line of matted fur pets you bathe, brush, and love to take from scruffy to fluffy. Rescue and reveal new rainbow ombre fur characters with fruity water-release scents – Banana, Blueberry, or Strawberry.
- **Age:** 4-8 years old
- **MSRP:** \$19.99
- **Availability:** August 2020

### **Scruff Surprise Vet Rescue**

- **Description:** Scruff Surprise Vet Rescue are micro-sized collectibles that take animal rescue to a new level, allowing kids to diagnose and heal their new best friend. It arrives as a ball of fur in a doctor's bag that transforms into a pet bed. After revealing their Scruff and consulting the heal sheet, kids can rub, wet or heat their Scruff-a-Luvs belly to make them feel better. Collect all 24 micro scruffs for a multi-level unboxing experience.
- **Age:** 4-8 years old
- **MSRP:** \$4.99 (Single Pack); \$9.99 (Families Pack); \$9.99 (Playset)
- **Availability:** June 2020

### **Shopkins Real Littles**

- **Description:** Shopkins™ is the original collectible brand that brings household items to life, each with little faces and unique creative names. Shopkins Real Littles, real brands made miniature, return for a second season with a new frozen aisle collection including Unilever, Kellogg's and ConAgra brands Popsicle, Good Humor, Klondike, Breyers, Slush Puppie, Eggo and more. There are 40 new Real Littles and Mini Packs to collect, including a Limited Edition Frozen Shopkins and Mini Pack housed in packaging that dissolves in water for the ultimate unboxing experience.
- **Age:** 5-9 years old
- **MSRP:** \$3.99 (Shopkins Real Littles Mini Pack); \$4.99 (Shopkins Real Littles Collectors Case); \$9.99 (Shopkins Real Littles Lil' Shopper Pack); \$19.99 (Shopkins Real Littles™ Stacey Cakes + Icy Treats Scooter); \$29.99 (Shopkins Real Littles™ Mini Mega Mart Playset)
- **Availability:** January 2020

### Squeakee

- **Description:** Squeakee, the newest youth electronic offering from Moose Toys, is an interactive balloon pet that's part dog, part balloon and your new best friend! Squeakee is bursting with personality with more than 50 sounds and interactions and multiple touch sensors. Play and train Squeakee to do tricks with his ball – he listens and responds to your voice! With both dog and balloon features, Squeakee captures the magical and humorous moments of balloon animals in your favorite new toy.
- **Age:** 5+ years old
- **MSRP:** \$59.99
- **Availability:** October 2020

### Treasure X Aliens

- **Description:** Treasure X Aliens, one of the hottest toys of 2019, is back with a new, glow in the dark, surprise-reveal dissection experience. Dissect the alien's belly and discover the slimy, "Glow In The Dark" ooze within, save the Alien Hunter, and find the rare prize of a real space gem buried inside. There are 3 new species of aliens to dissect and 12 new Alien Hunters to collect.
- **TREASURE X ALIENS ULTIMATE DISSECTION:** Treasure X offers multiple layers of discovery and the chance to find real treasure. Treasure X Aliens unveils new figures hidden within an oozy alien dissection. Embark on an exciting space adventure to rescue a treasure hunter - cutting, excavating and dissecting them from one of three different alien bodies - and find out if the package includes the rare prize of a real space gem.
- **Age:** 5-8 years old
- **MSRP:** \$4.99 (Mini Alien Eggs); \$14.99 (Alien Hunter – S2); \$24.99 (Treasure Aliens Ultimate Dissection)
- **Availability:** January 2020

### Treasure X Fire Vs. Ice

- **Description:** The quest for REAL GOLD dipped treasure continues with new Treasure X Fire vs. Ice. Erupt, carve and dig through the layers of a volcano to discover cool action figures and collectible treasures. Search for real gold-dipped treasure and discover the remains of extinct beasts. Start by studying a map and with an X-tool. Using water, erupt a volcano to retrieve a key to discover if it will erupt lava or ice. Then use a X-tool to carve into the wax volcano to reveal a Fire Beast or Ice Beast action figure and meteor. Crack open the meteor with a key to find a hidden treasure. Each Fire vs. Ice pack includes a collectible beast action figure, with six total to collect and display.
- **Age:** 5+ years old
- **MSRP:** \$14.99
- **Availability:** January 2020



### **Treasure X Sunken Gold**

- **Description:** Treasure X Sunken Gold is a new spin on the innovative unboxing experiences and multiple levels of discovery that kids love about the brand. New reveals are sure to delight, including a treasure chest when released into water sinks to the bottom, magically opens and the treasure floats to the top. With Treasure X Sunken Gold, the search for real gold treasure continues with three different ways to discover the treasure chest, including: smashing a bottle (Treasure X Bottle Smash), dissecting a shark (Treasure X Shark's Treasure) or battling to save a pirate ship (Treasure X Treasure Ship).
- **Age:** 5-8 years old
- **MSRP:** \$9.99 (Bottle Smash); \$19.99 (Shark's Treasure); \$34.99 (Treasure X Treasure Ship)
- **Availability:** August 2020

###