

mudpuppy

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**IMMEDIATE RELEASE**

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## Mudpuppy Launches New 2020 Toys and Activities



For over 30 years, Mudpuppy has designed and produced engaging toys that facilitate creative and artistic play. With over 250 award-winning titles, our mission every season is to provide children with new and innovative, “unplugged” toy formats and activities. At Toy Fair 2020 in New York City (February 22–25), we will show new Spring 2020 products, as well as preview some exciting new ones coming this Fall.

Following the huge success of our *Little Feminist*, *Little Scientist*, and *Little Artist Board Book Sets*, Mudpuppy’s Little Series expanded to include last fall’s success *Little Traveler*. The newest title to the bestselling collection is *Little Learner*, featuring colorful illustrations that introduce youngsters to first words, colors, shapes, and numbers.



We will also broaden our Games selection with new family fun guessing game *Who’s in the Wild*, 3 new *Shaped Memory Match* titles, and a series of classic *Dominoes* bringing unplugged fun to children ages 3-8.



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And as always, each season we introduce more of the innovative puzzle formats that you've come to expect from Mudpuppy. Our spring list includes shaped puzzles, puzzles in "paint" (tin) cans, city and animal mini puzzles, double sided puzzles, and more!



If you are attending Toy Fair, please stop by the [Mudpuppy Booth #6129](#) to see our exciting assortment of new formats for children to unplug and engage their imagination and creativity. Or simply contact Steven Scott for more information. [mudpuppy.com](http://mudpuppy.com)

### About Galison & Mudpuppy

Founded in 1979, Galison is a New York-based company that creates stationery and gift products that bring art to people's lives. Part of the McEvoy Group, Galison includes Mudpuppy, the award-winning children's toy brand, Galison Private Label custom division, and Christian Lacroix Paris. Galison began its business working with museums to make artist imagery widely available in the form of well-designed paper products. In early years the company published calendars and a few books before focusing primarily on fine art stationery. Today Galison has a broad approach with the mission of creating stationery and gifts that bring art into people's lives. Similarly, Mudpuppy produces engaging toys and activities that facilitate creativity and artistic play. Both Galison and Mudpuppy products are sold online at [www.galison.com](http://www.galison.com) and at retailers such as Barnes & Noble, Amazon, and specialty and independent stores everywhere.