



## PRESS RELEASE

### FOR IMMEDIATE RELEASE

Media Contact: Greg Walsh, Walsh Public Relations  
305 Knowlton Street, Bridgeport, CT 06608  
[partyanimal@walshpr.com](mailto:partyanimal@walshpr.com); 203-292-6280

# Clutch Deals for Party Animal SqueezyMates

Westlake, OH - (February 10, 2020) – Party Animal today announced new licensing deals to expand its successful SqueezyMates collectible toy lines.

Party Animal reached agreements with Warner Bros Consumer Products for a line of Scooby Doo SqueezyMates, as well as with Warner Bros. Consumer Products on behalf of DC Entertainment, Inc. for a line of DC Comics SqueezyMates.

SqueezyMates (MSRP \$5.99) are slo-foam figures that are irresistibly squeezable collectibles. First launched as sports merchandise collectibles with NFL, MLB, NHL and NBA licenses, Party Animal quickly saw consumers ‘grasp’ onto the tangible creations and are now offering additional characters to appeal to the demand.

Debuting at The International Toy Fair in New York will be new DC Comics SqueezyMates and Scooby Doo SqueezyMates, as well as all-new Jumbo-sized (5”) NFL, MLB, and college team SqueezyMates.

Party Animal’s Scooby Doo line may include all of Scooby Doo’s friends as well as select monsters and villains.

The agreement for the DC Comics SqueezyMates includes options to manufacture and market any of the heroes and villains including, Batman, Superman, Wonder Woman, Joker, Harley Quinn, Lex Luthor, Justice League, Flash, Aquaman, and Green Lantern, among others.

The new Jumbo NFL, MLB, and college team SqueezyMates (MSRP \$9.99) are 5” tall super squishy, squeezable fun figures.

**About Warner Bros. Consumer Products:** Warner Bros. Consumer Products (WBCP), a Warner Bros. Entertainment Company, extends the Studio’s powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBCP partners with best-in-class licensees globally on an award-winning range of toys, fashion, home décor, and publishing inspired by franchises and properties such as DC, the Wizarding World, Looney Tunes and Hanna-Barbera. The division’s successful global themed entertainment business includes groundbreaking experiences such as The Wizarding World of Harry Potter and Warner Bros. World Abu Dhabi (opening 2018). With innovative global licensing and merchandising programs, retail initiatives, promotional partnerships and themed experiences, WBCP is one of the leading licensing and retail merchandising organizations in the world.

**About DC Entertainment:** DC Entertainment, home to iconic brands DC (Superman, Batman, Green Lantern, Wonder Woman, The Flash, etc.), DC Vertigo (Sandman, Fables, etc.) and MAD, is the creative division charged with strategically integrating across Warner Bros. and Time Warner. DC Entertainment works in concert with many key Warner Bros. divisions to unleash its stories and characters across all media, including but not limited to film, television, consumer products, home entertainment, and interactive games. Publishing thousands of comic books, graphic novels and magazines each year, DC Entertainment is one of the largest English-language publishers of comics in the world.



### **About Party Animal Inc.:**

Party Animal, Inc. is a leading manufacturer of professional and collegiate sports and entertainment licensed toys, flags and decor based in the westside Cleveland suburb of Westlake, OH. Launched by entrepreneur Jim Cantrall in 1989, the company has grown from a small business selling party signs (hence the name) into a major manufacturer of over 1,000 licensed products. As a 29-year NFL licensee, Party Animal has a long-established reputation for offering premium quality licensed products and outstanding customer service. The Party Animal extensive lineup includes licensed products with Warner Bros., NFL, NFLPA, MLB, NHL, NBA, WWE and over 40 colleges and universities. Fans can find our products available at national and independent retail stores all across the U.S., Canada and Mexico, as well as online everywhere, including the official **PartyAnimal** webstore. For more information, visit **[www.partyanimalinc.com](http://www.partyanimalinc.com)** and interact with the company on **[Facebook](#)**, **[Twitter](#)**, and **[Instagram](#)**.