



The Moodsters™

BRAND OVERVIEW

The Moodsters is a **first-of-its-kind brand**, developed by Denise Daniels, CEO & Founder of JellyJam Entertainment. Daniels is a Peabody award-winning broadcast journalist, parenting and child development expert and author who specializes in the social and emotional development of children.

The brand, which has created a revolutionary, innovative category for kids, is meant to educate, entertain, and enhance children's social and emotional development. The Moodsters' toys and children's books teach simple strategies to build social and Emotional Intelligence (EQ) skills in young children. Emotional Intelligence is defined as the ability to identify and manage one's own emotions as well as the emotions of others. Decades of scientific research have shown that children with EQ skills are better able to **manage their thoughts, feelings and behavior**.

With the help of The Moodsters, children learn the fundamentals of feelings and develop the ability to recognize, understand and manage their emotions.

The Moodsters emotional intelligence toys and books are currently available at Target, Target.com, Amazon.com, ToysRUs.com and www.themoodsters.com, with expanded distribution, as well as an iOS and Android App launch coming in 2016.





FUN FACTS!

- The Moodsters are **five lovable little detectives** – Lolly, Snorf, Coz, Razy and Quigly - who use special sleuthing skills to help their friends, Zach and Zoey, when they have a feelings emergency.
- Each of the five Moodsters personify a basic emotion that all children experience in their everyday lives - **happiness, anger, love, sadness and fear**.
- The Moodsters' engaging characters, toys and books will teach children a vocabulary for their feelings, help them **understand and manage their emotions**, and impart simple strategies that help kids handle the everyday challenges of growing up.
- Guidelines for Grown Ups, developed by The Moodsters creator Denise Daniels, is the **parenting support component of the toys and books** that teaches parents how to reinforce the lessons taught by The Moodsters.
- The Moodsters provide the platform from which parents and preschoolers can comfortably talk about feelings, creating a fun **bonding and learning experience for all**.



FUN FACTS!

- Each of The Moodsters toys focuses on teaching kids how to **handle and express** a specific emotion through a storybook which is based on a research-backed Emotional Intelligence curriculum developed by Marc Brackett, Ph.D., of The Yale Center for Emotional Intelligence.
- According to Dr. Brackett, “research shows that children who learn emotional intelligence skills have **less anxiety and depression**; have fewer attention, learning, and behavior problems; are better problem-solvers; display greater social and leadership skills; and perform better academically.”
- The Moodsters offer more than just toys and books for kids. The brand extends to social media, expert-driven articles from creator Denise Daniels in addition to many **additional resources for parents** on their website
- The Moodsters toys and books were launched in 2015 in partnership with **Kids Preferred, LLC**, an award-winning division of Kids Preferred, Inc., founded in 1983 and one of the largest plush toy manufacturers in the U.S.

For more information on The Moodsters, visit www.themoodsters.com

THE FOUNDER: DENISE DANIELS

Denise Daniels is a Peabody Award-winning broadcast journalist, author, and parenting and child development expert who specializes in the social and emotional development of children. Her workbooks have reached more than 15 million children and she has helped parents by sharing her clear, simple advice on numerous primetime and daytime TV programs from Oprah to the TODAY show. Denise's newest venture as the creator of the ground-breaking The Moodsters has positioned the brand in a class all on its own in the emotional intelligence and child development arena.

Based on a lifetime of experience and significant accomplishments, Denise has reported to the United Nations on issues impacting children in Africa and to Congress on issues impacting children stateside as well as advising on children's grief issues for PSAs developed for former First Lady Laura Bush. In the aftermath of Hurricane Katrina and the tsunami in Southeast Asia, Denise served in areas identified by the U.S. Department of State to help affected children cope with their unimaginable losses.

Denise's experience traveling the globe led her to develop the innovative First Aid for Feelings program developed for Pfizer Pediatrics used in over 200 pediatric units across the country. The program has also been integrated into the training program at ten U.S. medical schools and used as part of the grief support program for children at Ground Zero after 9/11. The program also proved essential in the creation of The Moodsters and understanding of what children need to develop emotionally.

The Moodsters consists of toys and children's books that teach simple strategies to build social and Emotional Intelligence (EQ) skills in young children. The brand also provides parents a platform from which they can talk to their preschoolers about feelings and how to understand and manage their emotions. The Moodsters was developed under JellyJam Entertainment, where Denise serves as President and CEO.

Denise is frequently called upon for her expertise and has been featured in top media outlets including, The Today Show, The View, US News & World Report, Parents.com, About.com, MSNBC, TIME, FOX News Radio, Chicago Tribune, The Washington Post, The Hollywood Reporter, POPSUGAR, SheKnows.com and more.

For more about Denise, go to www.denisedanielsparenting.com or connect with her on [Facebook](#) or [Twitter](#) (@DeniseDanielsEQ)





LET'S GET SOCIAL

CONNECT WITH US!



[The Moodsters](#)



[@TheMoodsters](#)



[The Moodsters](#)



Powered by
kids' feelings



Toys
& Books
available at
 **TARGET.com**



Meet the

The
Moodsters™

COZ

HAPPY Coz, the lead detective of The Moodsters, approaches life with an optimistic, can-do attitude. Coz teaches kids that good things can happen if you're willing to give it a try.



LOLLY

Lolly is the sweet, pink Moodster who's **full of LOVE** for every creature, big or small. A bit of a girly girl but also strong, she's ready to get her hands dirty, lend a listening ear, and provide a snuggle to anyone who needs it. Lolly rallies the team and teaches kids how to come up with creative solutions for every challenge.



QUIGLY

Quigly is the Moodster who's **AFRAID of almost everything** – even his own shadow! Luckily, his Moodster friends are there to help show him how to be brave. Quigly teaches kids that everyone, even big kids get scared.



RAZZY

Razzy is a little red dynamo **with an ANGRY streak**, who is determined to crack every case. She uses her Moodster Meter to take her friends' mood temperature, and teaches kids that when she's feeling mad, counting to 10 helps in a number of ways.



SNORF

Everyone feels SAD sometimes - especially Snorf. Whenever Snorf is feeling blue, he turns to his never-ending hankie, the support of his friends and a big brave, healthy cry to feel better again. Snorf teaches kids that it's okay to cry and crying will help you feel better.



Teaching Tools





Media inquiries: Moodsters@5wpr.com

MOODSTER METER

Young children often don't have the verbal skills to put their feelings into words. The Moodster Meter puts those tools in the child's hands—literally!

This interactive teaching toy **gives children a basic vocabulary of feelings and helps them express themselves.** The Moodster Meter has a special Power Up button enabling children to point the arrow to the Moodster that represents how they are feeling, opening doors for calm communication about emotions.

Includes full-color, 32-page storybook, "Meet the Moodsters."

Ages 3+ (MSRP \$19.99)



MOODSTER FEELINGS FLASHLIGHT

Squash those afraid-of-the-dark fears with the Feelings Flashlight. Shining a light on feelings has never been easier or more fun than with The Moodsters! Before naptime or bedtime, **point the flashlight toward the ceiling or a wall, and The Moodsters will magically appear, offering wisdom and humor for every emotion.**

Includes full-color, 32-page storybook, "The Scary Sleepover."

Ages 3+ (MSRP \$19.99)

Media inquiries: Moodsters@5wpr.com



Media inquiries: Moodsters@5wpr.com

MOODSTER MIRROR

Preschoolers are often blissfully unaware of how their emotions show on their faces, or how to read others' faces for non-verbal cues to their feelings. **The Moodster Mirror helps them make the connection between feelings on the inside and facial expressions on the outside.**

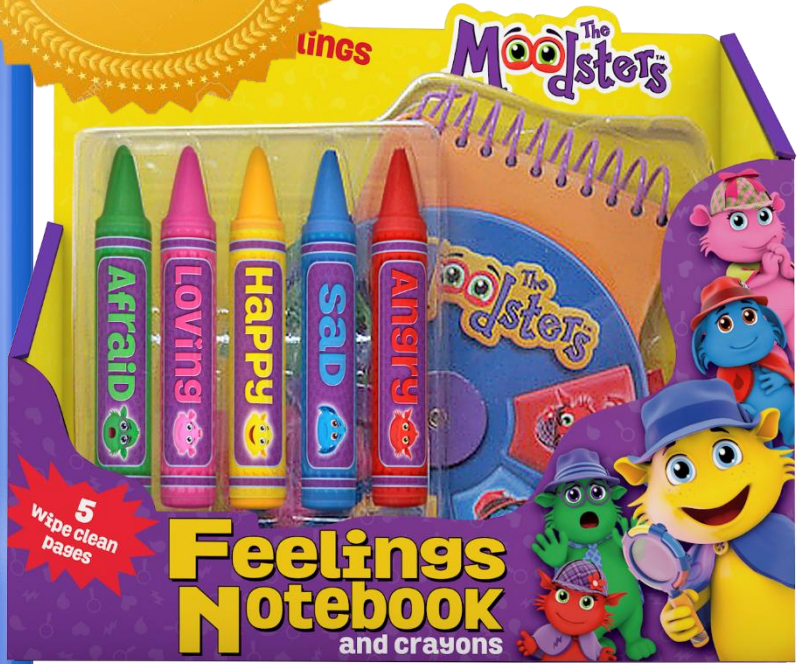
Kids make a happy, sad, angry, scared, or loving face into the Moodster Mirror, and they are able to see what these feelings look like to others. By turning the dial, kids select the matching Moodster to hear the character's wisdom about that particular feeling, which help kids recognize their own emotions and non-verbal cues.

Includes full-color, 32-page storybook, "A Time to be Kind."

Ages 3+ (MSRP \$19.99)



NEW
PRODUCT!



FEELINGS NOTEBOOK AND FEELINGS CRAYON SET

The Moodsters Feelings Notebook and Feelings Crayon Set is a new creative tool to help kids express what they are feeling. This fun product includes five jumbo feelings crayons, one representing each emotion, and a Feelings Notebook for kids to draw and color their feelings.

Includes 5 jumbo crayons, 50-sheet notebook.

Ages 3+ (MSRP \$14.99)

Media inquiries: Moodsters@5wpr.com

NEW
PRODUCT!

The
Moodsters

WHEN
I'M
ANGRY

try
me!

20
character
sayings!

**Talking
Plush** and
storybook

INCLUDES:
(2) x 1.5V AA BATTERIES

ages
3+

Plush Characters and Sticker Activity Book

The Moodsters Talking Plush Characters are based on the five lovable Moodsters detectives - Coz, Lolly, Quigly, Razzy, and Snorf - that each personify an emotion that all children experience in their everyday lives including happiness, anger, love, sadness and fear. Each plush character features sayings specific to the emotions they represent and comes with a fun and educational activity book to learn about each feeling.

Includes talking plush character and full-color, 32-page storybook.

Ages 3+ (MSRP \$19.99)

Media inquiries: Moodsters@5wpr.com



Media inquiries:
Moodsters@5wpr.com

IN THE NEWS...



THE MOODSTERS

I found a smart-boy for the preschooler in your life this holiday season. The Moodsters, an adorable group of detective Coe (happy), Quiggly (sad), Smurf (fearful) and Razzzy (angry) and Zany (love), scared and surprised are on the loose whenever their buddies Zach and Zany may have a "feelings emergency". These go super well with the curriculum taught in school where our children visit the "mood meters" throughout the day to express and manage their own emotions as well as recognize their peer's emotions. Beginning just a few months ago, a great new line of toys and books featuring The Moodsters will be available exclusively at Target. I was sent the "Moodster Meter" and the "Feelings Flashlight" to try out with my kiddies. Together, we read a storybook and were able to meet the Moodsters and discover how they help their friends Zach go through the emotions he is experiencing in a wonderful magical game world. The wonderfully bright electronic feelings thermometer that came along with the book kept the kids interested and learning the words to describe their very own feelings! Next, we read "The Scary Sleepover" which is perfect for my "afraid of the dark at bedtime" little one. Together with the "Feelings Flashlight" and the Moodster detector both Zach and my own child were able to overcome their fears and learn the process behind the emotions they go through in the process!

Moodster creator Denise Daniels; you are dead-on with these characters and we thank you for bringing them into our lives. For more information please visit <http://themoodsters.com> as well as <http://thebestoflearning.com>. These website features interactive free play games you will adore! Visit <http://www.target.com> search?ress=the-moodsters&age=yo=All&matchall=partial&all-est=age&sh&nav=sher_1&be-moodsters to make a purchase.

Helping Your Kids Figure Out their Feelings

November 12, 2015

The Moodsters will help to solve your child's mood mystery!

By: Denise Daniels

Like Be the first of your friends to like this! **Pin**

As a mom of two young girls (ages 2.5 and 4), I am all too familiar with the rainbow of emotions they experience - everything from over-excitement to sudden sadness to instant tantrums. This is why I was so excited to recently discover The Moodsters! I knew right away they would be a valuable tool in helping my children understand their emotions. The toys are just awesome and I promise you they will help a lot of kids - and parents too. TheMoodsters.com website has lots of resources for parents as well - including a [downloadable All About Feelings poster](#).

Let me tell you what: The Moodsters are all about. They are a team of five little detectives: Coe (happy), Smurf (sad), Quiggly (afraid), and Razzzy (angry) who come to the rescue whenever their friends, Zach and Zany, have a feelings emergency. They're the stars of a new line of books and toys for preschoolers designed to help build emotional intelligence (EQ) skills. What exactly is EQ you ask? It's the ability to recognize, understand, and manage one's emotions. Research shows that children with strong emotional intelligence do better in school, have less anxiety, and have higher self-esteem, among other benefits. These colorful, talking toys are learning tools to help teach kids the fundamentals of feelings and they're also lots of fun.

The Moodster Feelings Flashlight

A toy line designed specifically to boost your child's emotional intelligence quotient. The Moodsters uses stories and characters to help children identify their feelings. This flashlight is a great example of helping your little one (literally) shine a light on any afraid-of-the-dark fears. **Buy it \$20, Target.com**

New age Mama
Reviews & Giveaways



MOODSTERS TWITTER PARTY
Held on October 13, 2015 to Celebrate Denise

Share this:

[Facebook](#) [Twitter](#) [LinkedIn](#) [StumbleUpon](#) [Reddit](#) [Pinterest](#) [Tumblr](#) [VK](#) [Flickr](#)

#MoodstersChat
MOODSTERS TWITTER PARTY
Tuesday, October 13th
6:00pm PST / 9:00pm EST

Moodsters Twitter Party
Tuesday, October 13, 2015
6:00 p.m. PST / 9:00 p.m. EST

Hosting: @moodsterschat
Media: @savvysassymoms @momtrends @theresedaniels
Special Guest: @DeniseDaniels12

Meet the Moodsters

We are super excited for this Twitter Party with The Moodsters and their creator, talented parenting and child development expert, Denise Daniels. Who are celebrating the launch of The Moodsters, a new line of toys and books designed to help young children learn the fundamentals of feelings. At the party you'll meet all five Moodsters - Coe, Quiggly, Smurf, Razzzy and Zany - alongside the characters who come to the rescue whenever their friends, Zach and Zany, have a feelings emergency. The stories and toys teach simple strategies to build social and emotional intelligence skills in young children and help them with the everyday challenges of growing up.

Meet the Team



MAUREEN TAXTER

Executive Vice President, JellyJam Entertainment

Maureen Taxter is the Executive Vice President at JellyJam Entertainment where she oversees brand development and management for parenting expert, Denise Daniels. Her role extends to brand development for the innovative children's brand, The Moodsters.

Maureen is a veteran of the children's entertainment industry. She has held senior management roles for leading global players including Jim Henson's Muppets, Hasbro and Nickelodeon where she oversaw marketing and retail development for top kids' brand such as SpongeBob SquarePants and Dora the Explorer. Prior to joining JellyJam Entertainment, she was Senior Vice President of Ludorum, launching the preschool brand, Chuggington, into the US market

Media inquiries: Moodsters@5wpr.com



HELENE GORDON

Brand Manager at JellyJam Entertainment

Helene Gordon is the Brand Manager at JellyJam Entertainment, parent company of The Moodsters, where she is responsible for content development, social media management, and marketing.

With over 25 years of experience in brand marketing and licensing, Helene has brought her expertise to JellyJam Entertainment and The Moodsters helping to create a new category of Emotional Intelligence toys and tools in the industry.

Prior to joining the JellyJam team, Helene was responsible for securing new business in the U.S. and Canada with Jim Henson's Muppets and lead business and retail development at both Nickelodeon and Scholastic. Helene then returned to brand management where she spent 12 years working in both domestic and international business development and brand management where she was Senior Vice President responsible for worldwide marketing of the Peanuts brand.

Media inquiries: Moodsters@5wpr.com



The Moodsters™

MARK PRESTON

Creative Director

Mark Preston is the Creative Director at The Moodsters. Born in Yorkshire, England, Mark graduated from University in Wolverhampton, with a Degree in Photography. He moved to London and worked as a photographer for several years before diversifying into illustration and eventually exploring 3D modelling, digital illustration and photo-retouching.

Inspired by his love of kids cartoons and comic books, Mark created Aardvart 3D illustration in 2000 to showcase his new 3D children's book style of illustration.

In 2012, Mark began working with Denise Daniels and The Moodsters where he is responsible for designing all of the brand's books to toys and digital collateral.

Media inquiries: Moodsters@5wpr.com



