**Press Release**

**11 September 2024**

**MOOSE TOYS SET TO MAKE KIDS SUPER HAPPY THIS CHRISTMAS**

**Wednesday 11 September, London –** Cornish-based Moose Toys is showcasing a wide range of its latest, wow-packed toys at this year’s Big Christmas Press Show (Stand A45).

From Bluey playsets to MrBeast Lab and brand new TileTown, Moose’s 2024 toys will make kids across the UK super happy on Christmas morning.

Whether it is a child’s ‘big present’ under the tree or smaller stocking fillers, Moose’s toys always spark the imagination and involve jaw-dropping technical innovation to create wow reveal moments. The toys also offer both repeat and extended play, thereby providing great value to parents and gift-givers.

This year, Moose is showcasing a much wider range of toys at the show, with a variety of price points to suit everyone. Here’s a topline summary of what’s on offer:

Three ‘must sees’:

1. **TILE TOWN,** a new, first of its kind, range of magnetic tiles that spark imaginations and encourage story building – with fire, vet, Bluey and Jurassic World themed playsets on offer. (Ages 3-6, MSRP: from £29.99).
2. **THREADY BEAR** is a magical bear with button eyes that comes to life and has over 70 expressions and reactions. (Ages 3-5, MSRP £59.99)
3. **New Cookeez Makery Yum Yumz** make ideal stocking fillers – coming new to shelves in December - Lift the ice cream lid or push the cherry to reveal your Yum Yumz plush! Decorate your ice cream cone with stickers. Each plush is scented and soft to touch! There are 20+ characters to collect.​ Which surprise Yum Yumz will you find? ​(Ages 3-5, MSRP £4.99 single, £9.99 twin pack)

For Bluey fans:

Bluey mania is set to continue across the UK this year with Moose’s recently launched playsets already topping Amazon’s Most Wished For list within toys and games. The two playsets comprise:

* **Bluey 3-in-1 Transforming Plane Playset** offers a host of adventures as either an airplane, hotel or speed boat, with 10 accessories and 25 vacation-themed sounds and phrases from the hit series (Ages 3+, MSRP £59.99)
* **Bluey Heeler Celebration Home** provides a spacious two-level birthday-themed playset with 11 accessories to furnish all the rooms, stickers to decorate plus a unique Bluey figure in a party hat. (Ages 3+, MSRP £39.99)

For animal lovers:

**My Really Real Puppy** is the new hero toy within Moose’s best-selling **Little Live Pets** range. With life like fur and 50 +sounds and reactions, the puppy looks, feels and acts like the real thing and comes with its own pet carrier. (Ages: 5+ MSRP: £54.99)

For magic lovers:

Moose’s new **Magic Mixies Pixie Supremes Magic Mirror** will have kids wide-eyed with wonder as they break the magic spell and release Luna (a posable fashion doll) from her entrapment within the mirror, which has 50+ lights, sounds and after play fortune mode. (Ages: 5+ MSRP: £69.99)

For budding bakers:

The new **Cookeez Makery** **Freezy Cakez** allows kids to mix the ingredients and pop their cake into a mini fridge, which after 90 seconds, reveals a shivering, scented interactive scented soft toy. (Ages 5+, MSRP: £39.99)

For fans of MrBeast:

Kids who love MrBeast, the #1 most subscribed YouTuber in the world and avid philanthropist, will be desperate to get their hands on the new range he has designed in partnership with Moose. Two playsets from the range will be on display:

* **MrBeast Lab - Mutators** which lets you create your own MrBeast-inspired action Panther figure ( 13cm tall with 20 points of articulation). Ages 6-10, MSRP: £29.99
* **MrBeast Lab - Cryolab Collector Figure:** perform the experiment and watch it react, releasing your beast (Panther or Tiger: 18cm tall, 30+ lights, sounds and reactions) from the chamber and unfreeze its two weapons. Ages 3-6 MSRP: £64.99

Maddi Tiscoe, Head of Marketing – UK and Distributors at Moose Toys, commented:

*“Moose is all about making the most innovative toys for children - capturing kids' imaginations, creating real wow reactions and providing sustained play appeal. We’re showcasing eight brands and 15+ products at this year’s Big Christmas Press Show, all of which have our Moose DNA embedded within. We’re confident they are going to appeal to the media attending, but more importantly we hope they put smiles onto lots of children's faces this Christmas and beyond.”*

**Prof Sam Wass, child psychologist from Channel 4’s hit show The Secret Life of 4, 5 and 6 Year Olds**, said:

*“What makes Moose Toys special is that they put the child at the centre of the creation process with their toys. The ‘recipe’ process that the child gets given to ‘make’ their toy is really effective at giving the child a feeling of ownership – they’re proud of it, just as they’re proud of showing off a picture that they drew.*

*“This completely changes how children attach to the toy – they’re much more attached to Moose Toys having made them – they play with them for much longer, and they want to involve them in everything. It’s also beneficial for strengthening young children's cognitive abilities, as it encourages creative problem-solving, individual agency, and critical thinking skills.*

*“By prioritising the child's perspective and imagination, these toys foster a rich environment for intellectual growth, curiosity, and the development of essential life skills. We’ve tried out a few in my family, and my kids can’t wait to get their hands on more."*

**ENDS**

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**Notes to Editors**

**Moose Toys**

Moose Toys exists to make kids superhappy. For this revolutionary brand happiness lies at the heart of everything we do. With trailblazing toy design, development and manufacturing, no wonder our toys consistently scoop the most longed-for awards. Sprinkling some Moose magic across categories including action figures, collectibles, craft, dolls, games, plush, preschool, vehicles and youth electronics, we’ve earned our stripes as one of the most creative companies in the industry. As an energetic bunch, we’re always on the move, developing groundbreaking content, entertainment and worldwide licensing deals to boot.

This family-run business is proudly built on unshakeable ethical foundations. Our passion for making kids superhappy stretches far beyond our WOW-worthy toys. The Moose Happy Kids Foundation creates moments of happiness and laughter for the children around the world who need it most. We’ve had a BIG impact on little people, making 3.5 million kids smile so far… and counting.

Australia might be our Moose family home, but with a strong team of 700 dotted across the world, we’re committed to sharing our signature superhappy revolution far and wide!