



## PRESS INFORMATION

### **PLAYMOBIL & DISNEY**

#### **New collaboration & first license for the PLAYMOBIL toddler portfolio**

Amazing news for the PLAYMOBIL toddler product portfolio: Some of your favourite Disney characters will be coming soon with the very first license for PLAYMOBIL 1.2.3. Six playsets inspired by Disney's Mickey and Minnie Mouse as well as Winnie the Pooh, Tigger and Piglet will be launched summer 2023 for fans of all ages. As with all PLAYMOBIL 1.2.3 products, each of the Disney playsets includes multiple educational features based on three connected learning stages.

Committing to support toddlers' development through play and inspire both children and parents at the same time, that's the mission of PLAYMOBIL 1.2.3.

The cute toys help toddlers explore the world and assist them in developing skills needed as a foundation for their future. The PLAYMOBIL 1.2.3 learning stages concept also allows parents to easily choose the right toy to improve their toddler's skills.

Additionally, premium product quality and outstanding product safety ensure that PLAYMOBIL 1.2.3 is the ideal partner for parents - and the favourite toy for kids.

#### **PLAYMOBIL 1.2.3 & Disney – Playsets inspired by Disney's Mickey Mouse & Winnie the Pooh**

There is a lot to discover in **Winnie's & Piglet's Tree House**: Different items can be sorted into the treetop by shape and colour to develop fine motor skills and three-dimensional thinking. A hidden slide lets the objects reappear at the bottom of the tree - providing lots of fun. There are also many other details to explore: For example, turn the small group of leaves to make noises or take the second group of leaves and convert it into a spinning top toy. The adorable Disney characters encourage children to tell their own stories during first role play.

The bees are on the loose in **Winnie's & Tigger's Bee Garden**! Inserting the bee sticks into the honey pots promotes fine motor skills. To make the bees fly, just press and release the sticks. Tigger's cave is the perfect place to play hide and seek and sliding is always fun, too. Planting colourful flowers helps to improve fine motor skills as well.

**Winnie's Counter Balance Honey Pot** is the starter set in the corresponding product line, inspired by Disney's Winnie the Pooh. It playfully promotes fine motor skills and cognitive thinking at the same time. After nudging the honeypot, it always gets back up and wobbles back and forth.

**Mickey's & Minnie's Cloud Home** is an explorative play set supporting the development of toddlers in various ways: The different combination possibilities stimulate creative thinking. For example, the rainbow can be used as a seesaw as well as a rattle, but it can also be combined with the rainbow building blocks to form a colourful archway. Lots of puzzle and plug-in features, like the



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raindrop staircase, develop both fine motor and cognitive skills. The cute Disney characters inspire first role play and creative stories.

**Mickey's & Minnie's Cloud Ride** is a plug-in and combination game, that promotes fine motor and cognitive skills at the same time. The individual snap-lock elements and vehicles can be combined as the child wishes, to create a fun plane-cloud-train. The printed pods also encourage children to learn to count from 1 to 3. Or, with the help of their parents, they can also get to know how a rainbow develops, for example.

**Mickey's Spinning Sun with Rattle Feature** is the starter set for the youngest fans of the corresponding PLAYMOBIL 1.2.3 product line inspired by Disney's Mickey Mouse. It playfully develops fine motor skills. The built-in rattling sound catches the curiosity of little explorers.

### PLAYMOBIL 1.2.3 – My first PLAYMOBIL!

The features included in the PLAYMOBIL 1.2.3 sets promote the understanding of cause-and-effect, creativity as well as fine motor skills, language and social skills.

#### ***Did you know...?***

*Mickey Mouse first appeared to the public in 1928 and is the official symbol of Disney around the world. Mickey is a courageous, clever and mischievous little guy, who uses his wits to solve even the most challenging problems. He often finds himself on fantastic adventures with his friends, where his humorous, silly and caring side helps him save the day – with him always giving his best effort in any situation. And even when things don't work out, Mickey's good intentions always shine through.*

*Winnie the Pooh was created by A.A. Milne based on a real stuffed animal, that belonged to his son Christopher Robin and has been named after Winnie, a Canadian black bear, that lived at the London Zoo, as well as Pooh, a swan the family met on vacation. Winnie the Pooh lives and plays in the Hundred Acre Wood, where he regularly goes on imaginative and fun adventures with his friends. He does not shy away from new experiences, but instead embraces any opportunity to learn something new about his surroundings, often asks questions, seeks out answers, and thinks about the things he discovers.*