**New Bluey Caravan Adventures for “kiddos”**

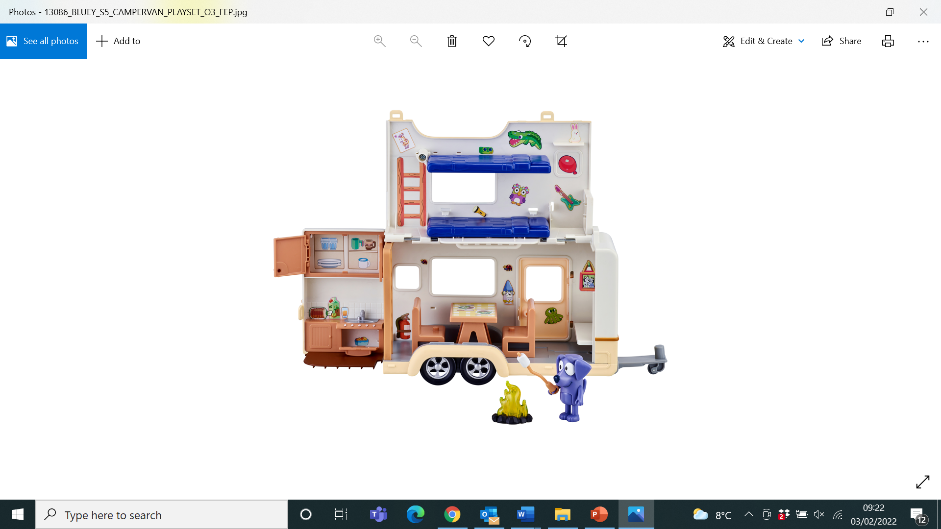
One of the most sought-after toys by parents, Bluey adds to its toy collection with the launch of **Bluey’s Caravan Adventures** a feature-packed **playset.** Flip and fold out the caravan to transform it into a fantastic playset that Bluey fans will love.

The new playset is perfect for recreating the camping and road trip adventures from Bluey, the hit Australian animation. The show has taken the world by storm, a hit with kids, Bluey is loved by parents too for its witty relatable scenarios – fans include Hollywood stars such as Eva Mendes and Ryan Gosling, and UK celebrities Tom Fletcher, Emma and Matt Willis, Rob Beckett, Chris and Rosie Ramsey, and Chris Evans\*.

The new Bluey's Caravan Adventures Playset is loaded with features and things to do, and there’s plenty of room for the whole Bluey family, and Jean Luc - a 6.35cm figure with moving arms and body that comes with the playset. 

Bluey, the loveable, six-year-old Blue Heeler dog, loves to turn everyday family life into endless, playful adventures. The Bluey Caravan playset brings the fun and imaginative play alive, allowing kids to recreate some of their favourite and hilarious moments from the show! Perfect for acting out the camping episode where Bluey and Jean Luc meet on holiday and make friends despite speaking totally different languages!

Transform the caravan - fold up the roof to reveal a second story and cosy bunk beds. Flip out the back of the van to open the kitchen – and open the oven to see what’s cooking. Sit the Bluey figures in the chairs around the table for dinner or take them outside and toast a marshmallow over the campfire.



The Playset contains seven pieces to play with (1 x figure, 1 x caravan playset, 5 x accessories including firepit and play food), and comes with a fun sticker sheet, so the van can be customised.

Bluey's Caravan Adventures Playset is compatible with the top-selling Bluey Heeler 4WD Family Vehicle (sold separately at £19.99), which can be hooked up to the caravan and pulled along - perfect for fun playful adventures, like camping holidays and a drive to the beach, just like in the show!

**Price:** Bluey’s Caravan Adventures £29.99

**Age:** 3-5yrs

**Stockists:** Smyths, Argos, The Entertainer and major supermarkets

**Ends**

**Notes to Editors**

(\*as shared on their social media feeds)

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**About Bluey**

*Bluey* follows a loveable, inexhaustible 6-year-old Blue Heeler pup, Bluey, who lives with her Mum, Dad and her 4-year-old little sister, Bingo. The series showcases the everyday events of family life – from going to a restaurant and visiting the hairdressers to catching the bus or having a playdate – and celebrates these moments, turning ordinary experiences into extraordinary imagination-packed adventures.

*Bluey* is produced by Ludo Studio for ABC KIDS (Australia) and co-commissioned by ABC Children’s and BBC Studios. Financed in association with Screen Australia, *Bluey* is proudly 100% created, written, animated, and post produced in Brisbane Queensland, Australia, with funding from the Queensland Government through Screen Queensland and the Australian Government.

**About Moose Toys**

Moose Toys exists to make children Superhappy, it’s at the heart of everything we do. The team has innovation in its DNA and is famous for the design, development and manufacture of award-winning toys that continue to disrupt the market! Moose Toys leads in categories including collectibles, craft, dolls, games and youth electronics and is consistently recognized as the most creative company in the industry. We are a family-run business, but that doesn't mean we are small-time. We shook up the toy industry in 2014 with the global phenomenon Shopkins, and through these pint-sized characters, we reinvigorated the way children play. Not satisfied to stop at toys, we have also stretched ourselves into creating content, entertainment and making worldwide licensing deals. Moose calls Australia home, but our 500-strong team is scattered globally, spreading the Superhappy.