**Hippychick returns to Toy Fair with the spotlight on Crocodile Creek**

Hippychick, specialists in everything baby & toddler, are looking forward to unveiling their latest toy collections at Toy Fair in January 2024.

The spotlight will be on one of their latest brands - the fabulous Crocodile Creek range of puzzles, playballs and creative art sets.

A new introduction to Hippychick in 2023, Crocodile Creek’s assortment of affordably priced, eco-conscious jigsaw puzzles, suitable for children aged 2+, is a line that’s expected to become one of Hippychick’s top sellers in 2024.

Crocodile Creek is a US brand committed to inspiring young children to take an interest in the world around them, with beautiful illustrations and an emphasis on the natural world. Visitors to the Hippychick stand will be able to browse the full collection which includes NASA puzzles, holographic puzzles, 100-piece puzzles in tins, as well as puzzles that come in their own carry case for travelling.

Since assuming exclusive distributorship for the brand, Hippychick has already secured a host of enviable listings including The National Trust, London Zoo, The Natural History Museum, Mamas & Papas, National Space Centre and Waterstones.

Hippychick returns to Toy Fair in 2024 with the objective of introducing many more retailers to this exciting brand.

Now in its 25th year of trading, a true milestone in an industry which is notoriously competitive and challenging, Julia Minchin, Founder and Managing Director explains how Hippychick has survived: ‘It’s a cocktail of ingredients that’s kept us buoyant. Never straying from our roots, and the foundations on which the Hippychick brand was first built, is pivotal. Gimmicks and fad toys have never been part of our make up - we have always employed a strict policy to only ever take on quality toys that promote healthy development in children and are built to stand the test of time.’

Whilst Crocodile Creek is destined to take centre stage, Hippychick will also be exhibiting a number of its Hero Toy lines for which it has become well renowned over the years.  Look out for the original ride on Wheely Bugs, Danish-design Moover Prams, wooden toys from Classic World and Vilac, as well as Trybike Balance Bikes, to name but a few.

Hippychick will be located on stand number F20 on the ground floor.

For further information about Hippychick and to see the full range, visit [www.hippychick.com](https://gbr01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.hippychick.com%2F&data=05%7C02%7Cannaliese.deakin%40hippychick.com%7C6005133910cb4816d10408dc00a7037d%7Ca15944f28c4b4885b4530a0b62697d8f%7C0%7C0%7C638385964523732336%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=JQB1YE3LxJ9y3LxIewE%2B1EiAfqGjdtYBnFPxV13V8YU%3D&reserved=0)

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Note to editors:

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Accredited journalists are invited to collect a complimentary goody bag from the Hippychick stand.