

CONTACT: KidStuff Public Relations
Lisa Orman • 608-575-1323
Lisa@KidStuffPR.com



KIDS PREFERRED® ANNOUNCES ITS LINEUP FOR FALL 2023: DC & WIZARDING WORLD

President Larry Presser's Strategic Yet Nimble Business Plan To License Warner Bros. Discovery Iconic Properties Introduces A New Generation of Kids Preferred Fans To Super Heroes & Wizards

East Windsor, NJ (July 25, 2023) – Kids Preferred®, in partnership with Warner Bros. Discovery Global Consumer Products, is rolling out an infant and toddler collection to gently introduce the magic of the DC Universe and Harry Potter™ to Generation Alpha. Zoomers to Boomers will be in awe of the cuddly and adorable plush, blankets, teething and activity toys including **My First Comic Book** (\$15) with a removable Batman and The Joker, peek-a-boo flaps and tactile ribbons. Can you say *Kapow! Bonk! or Zowie!?*

Kids Preferred creates products for the crib and nursery with many products priced affordably at \$10 and under. The caped crusaders and beloved wizards are transformed into items like soft blankies adorned with Hogwarts crests or adorable plush and even a jack-in-the-box that pops up when you least expect it with Batman. Kids can cuddle with 15" Harley Quinn plush or swaddle the red cape of 10" Superman. Kids Preferred adds little details like Superman's black lock of hair over his forehead or Harry's barely-there lightning bolt scar.

"Warner Bros. Discovery and its rich portfolio of IP and characters like Harry Potter and Batman are a perfect addition to the Kids Preferred collection of iconic, recognizable characters and IP," said President and Chief Revenue Officer Larry Presser.



Presser was name President in 2022, so this is an exciting way to step into this role.

CELEBRATE HOGWARTS!

From the Hogwarts House on-the-go blanket to Dobby foot rattles, parents can introduce little ones to the fantastical people, places and animal companions of the Wizarding World franchise. The Golden Snitch Plush offers embroidered wings filled with a crinkle sound to perk up little ears. The beans tucked inside the golden ball can even boost sensory development.



For those teething fans, choose a Harry Potter Teether Blanket to soothe achy gums. Hermione Granger’s Teether blankie, like Harry Potters’s, offers crinkle sounds. A Ron Weasley Plush Beanbag features the red-haired and freckled wizard with many embroidered details. If you must choose between Gryffindor, Slytherin, Hufflepuff, or Ravenclaw, make sure to have its mascot in plush – Lion, Snake, Badger or Raven.

Gift giving family members might choose the 7” clip-on plush for a diaper bag or preschool backpack. Or go big with the adorable 15” Plush with animal companion featuring Harry Potter and Hedwig, Hermione Granger with her ginger cat Crookshanks and Ron with his whiskered rat Scabbers!



TO THE BATCAVE!

Through playing with Kids Preferred newest soft toys, the youngest members of the family are introduced to the DC Universe. Kids Preferred recreates DC Super Heroes and Super-Villains into pint-size interactive play like the Batman-on-the-go 8.5” clip and pull-down vibrating activity toy. Choose among the Squeak and Peek Soft Book, Batman and The Joker 15” plush or Superman Activity toy with rattle, teether and crinkle sensory textures. *Up, up and away!*



10” Wonder Woman Plush arrives with a blue and white cape that can be swaddled, encasing her into a bright red blanky. Batman tops off a ribbed textured 12” blanky in blue as Superman heads an 11.5” satin red blanky with a message of the superhero’s To Do list!

“We’re thrilled with the great response and support from retailers,” said Dean Robinson, Chief Product Officer at Kids Preferred. “I’ve been at this a long time and to see retail partners react with such enthusiasm is truly heartening and exciting.”

Look for these Kids Preferred licensed products this summer and fall at retail partners Amazon, Target, Kohl’s, Barnes & Noble, Burlington and others across the U.S. and Walmart and Indigo across Canada.

About Warner Bros. Discovery Global Consumer Products

Warner Bros. Discovery Global Consumer Products (WBDGCP), part of Warner Bros. Discovery Global Brands, Franchises and Experiences, extends the company’s powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBDGCP partners with best-in-class licensees globally on award-winning toy, fashion, home décor and publishing programs inspired by the biggest franchises from Warner Bros.’ film, television, animation, and games studios, HBO, Discovery, DC, Cartoon Network, HGTV, Eurosport, Adult Swim, and more. With innovative global licensing and merchandising programs, retail initiatives, and promotional partnerships, WBDGCP is one of the leading licensing and retail merchandising organizations in the world.

WIZARDING WORLD and all related trademarks, characters, names, and indicia are © & ™ Warner Bros. Entertainment Inc. Publishing Rights © JKR. (s23)
All DC characters and elements © & ™ DC Comics. (s23)

About Wizarding World:

In the years since Harry Potter was whisked from King’s Cross Station onto Platform nine and three quarters, his incredible adventures have left a unique and lasting mark on popular culture. Eight blockbuster Harry Potter films based on the original stories by J.K. Rowling have brought the magical stories to life and today, the Wizarding World is recognized as one of the world’s best-loved brands.

Representing a vast interconnected universe, it also includes three epic Fantastic Beasts films, Harry Potter and the Cursed Child – the multi-award-winning stage-play, state-of-the-art video and mobile games from Portkey Games, innovative consumer products, thrilling live entertainment (including four theme park lands), insightful exhibitions, as well as a forthcoming Harry Potter TV series.

This expanding portfolio of Warner Bros. Discovery owned Wizarding World tours and retail also includes the flagship Harry Potter New York, Warner Bros. Studio Tour London – The Making of Harry Potter, Warner Bros. Studio Tour Tokyo, and the Platform 9 3/4 retail shops.

About DC

DC, part of Warner Bros. Discovery, creates iconic characters and enduring stories and is one of the world's largest publishers of comics and graphic novels. DC's creative work entertains audiences of every generation around the world with DC's stories and characters integrated across Warner Bros. Discovery's film, television, animation, consumer products, home entertainment, games, and themed experiences divisions, and on the DC Universe Infinite digital comic subscription service. Learn more at [DC.com](https://www.dccomics.com).

About Kids Preferred®

Kids Preferred is a company completely dedicated to delivering the most meaningful products that create magic and memorable moments for babies and children. It successfully does this through deep knowledge and understanding of a child's development, the importance of a well-crafted toy and the power of play. Parents, grandparents and retailers know that Kids Preferred is a trusted reliable source by offering the very best in product quality, customer service, merchandising and parent solutions based on insight. By creating unique and on trend "own" brands along with partnering with the very best in children's literature and family entertainment, Kids Preferred is able to design and bring to life the products and characters that children and parents love. Discover more at [kidspreferred.com](https://www.kidspreferred.com).