

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



HOW WILL YOU MOOSH-MOOSH FOR MARCH MADNESS?

Kids Of All Ages (That's You Kidults) Craving Warmth, Comfort And A Bit Of Whimsy Can Choose Team Hoodies Or Team Starlight Buddies

Westlake Village, CA (March 13, 2024) – When you create the world's softest plush buddies to cuddle with, what would be the next snuggly step? Moosh-Moosh debuts TWO Spring 2024 Collections with **Hooded Blankets** (\$39.99 at <https://moosh-moosh.com/collections/hooded-blankets>) and **Starlight Buddies** (\$19.99 at <https://moosh-moosh.com/collections/starlight-buddies>). A total of twelve new characters from **Drac The Dragon Starlight Buddy** to **Caticorn Hooded Blanket** are in stock and ready to join you on the couch, at bedtime or tucked inside an overnight bag for an oh-so-comfy adventure.

The Hoodie Blankets are meant to be worn from head to knee. The twist is their one-size-fits-all is perfect for kidults who miss that comfort of wrapping themselves in softness. It's like a blankie for a very big kid or grownup! Colorful and kooky, there are six personalities to choose from: pink **Caticorn** (part meow, part unicorn); chalk colored **Llamacorn**; sea blue **Shark**; yellow/orange **Pug**; green toothy **Dinosaur** and cloud covered **Panda**.

Now kidults have a hooded blanket to provide comfort and warmth that they've grown accustomed to from using a plush pal or soft blanket throughout childhood. There's actual science behind that desire! Just last year, Serta Simmons Bedding surveyed 2000 Americans to learn about their sleeping habits. 52% percent of those surveyed grew up sleeping with a security blanket or stuffed animal, and 77% of this group reported continuing to do so! You don't have to sleep in your Moosh-Moosh hooded blanket, but it might just be what's needed at the start of a great day or the end of a hectic one.

Moosh-Moosh Hooded Blankets • \$39.99

Wrap yourself in the comfort, warmth, and softness of Moosh-Moosh and let your imagination run wild. These one-size-fits-all coverings have full sleeve that leave hands free. Each style boasts an animal-inspired hood with big eyes, perhaps horns or a toothy smile. Choose from six characters that are ultra-soft and cozy -- the gift of all Moosh-Moosh products.



Hoodies left to right: Pug, Caticorn, Panda, Llamacorn, Shark, Dinosaur

Moosh-Moosh Spring 2024 Starlight Buddies • \$19.99

Equally appealing are the newest set of Starlight Buddies. These 12” bundles of softness are squishy and dare we say, mooshy! Each buddy boasts two perky ears, big eyes and a smirk, a grin or a pink tongue. They are simultaneously endearing, adorable and eager to play. Meet the green and purple dragon **Drac**; a purple and white pup **Carrie**; pink and blue **Kandy Kat**; sweet as can be **Honey the Bear**; a gold horned unicorn **Sparkle** and starry-eyed **Pandy**.

Every Starlight Buddy has a not-so-hidden star embroidered on their plump bodies. Moosh-Moosh toy designers then added sweet little touches to each Buddy. Drac has purple wings on its back. Honey has a hairline of colored sprinkles! And Sparkle arrives with a thin mane of pink hair.

Each of these six pillow-y pals boast a star on their tummies. Kandy Kat and Pandy have added stars around their eyes! The wide-eyed personalities are eager to become a BFF and promise cuddles and softness whenever it's needed! Choose one if you can but with a \$19.99 price point, keep one on the bed and stash one on the couch or in the car!



Starlight Buddies left to right: Sparkle, Pandy, Carrie, Honey, Kandy, Drac

With so many choices this month, will you be Team Hoodie or Team Buddy or both?

Everyone Could Use A Moosh-Moosh

Moosh-Moosh plush, wearables and accessories have been recognized for their outstanding quality and appeal among various awards and accolades. Honored with the prestigious *Mom's Choice Awards*® and the National Parenting Center Seal of Approval for excellence in family-friendly media, products, and services, Moosh-Moosh Plushies continue to delight families everywhere.

The adorable plush toys have also been voted as the *Top Sensory Toy and Gift by Autism Live*, making them a perfect choice for children with sensory sensitivities. Furthermore, Moosh-Moosh Plushies have been named the Top Fun toy by the esteemed *Tillywig Toy Awards*, showcasing the toymaker's commitment to creating enjoyable and engaging plush companions.

ABOUT MMG BRANDS

MMG Brands, headquartered in Los Angeles, California, is a dynamic company with over 40 years of experience delivering some of the most trending items on the market. With a keen eye on current trends, the company's seasoned team swiftly turns insights into innovative, highly desired products. Balancing top-notch quality, creativity, and a deep understanding of consumer preferences, MMG Brands stands as a leader in bringing to life today's most sought-after items. Discover MMG Brands – your source for the newest and hottest trending products. Please visit <https://moosh-moosh.com> to learn more.