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KIDSTUFF PUBLIC RELATIONS SIGNS FOUR MORE IN '24 AS 30TH ANNIVERSARY CELEBRATION CONTINUES

*No April Fools: Fun In Motion Toys, Top Secret Toys, MEAVIA & Purpose Toys
Choose KidStuff Public Relations As Its Agency of Record As Of April 2024*

Thousand Oaks, CA (April 12, 2024) – KidStuff Public Relations continues to pop the champagne corks as its 30th Anniversary year has more good news to share. Four toymakers have signed with the storied PR agency headed by Lisa Orman, named twice as a Wonder Woman by Women In Toys (WIT) as one of the industry's top thought leaders on kids' stuff.

As of April 2024, KidStuff PR is the Agency of Record for *Fun In Motion Toys*®, *Top Secret Toys*, *MEAVIA*™ and *Purpose Toys*™. Each toy company adds something truly special to the Toy Aisle. Childhood and young adulthood is all about play and these four toymakers make sure all ages, all ethnicities and all abilities are seen and included.

Fun In Motion Toys, as its name implies, creates mesmerizing toys that inspire movement in the body and stimulate the mind! Their toys bring happiness, focus, brain boost and stress release to people of all ages. The company is best-known for the original and best-selling **magnetic puzzle cube, Shashibo**®, which topped the Amazon sales charts in the Toys & Games category consistently in the fourth quarter of 2023. Shashibo stands for **shape-shifting-box** and just one 2.4" magically mysterious Shashibo cube transforms into over 70 shapes. Choose from more than 40 designs. Their new **TECTI**® **Kinetic Building System** was also just named as a finalist in the Building category for the 2024 ASTRA Play Awards.

Learning can be as fun as playing and playing is always rich with surprises. Such is the life of toy inventors including the owners of Top Secret Toys, who have decades of innovation to draw upon. They have built an exciting range of brands from the nostalgic **GigaPets**® and **SpinPop**™ to a unique line of **Dissect-It**® STEM kits and **Hovertech**® flying toys and target games. KidStuff PR will be unveiling the next five big secrets from Top Secret Toys in Q2 2024.

A new toy brand, *MEAVIA* (Latin for "my way"), is creating joyful playthings for kids on the spectrum. Astra named **Sunny, the Weighted Sensory Sea Turtle**, a finalist in the Sensory category for the 2024 Astra Play Awards. Other weighted sensory friends feature a plush octopus and elephant. Parents may need to move the furniture to spread out the please-touch 40" x 27" **Giant Rainbow Sequins** and **Giant Learning Discovery Sequins** tactile mats.

Purpose Toys are known for its **Naturalistas**® fashion dolls which honor the culture and nuance of Natural Hair. Carried internationally and across major retail outlets, **Naturalistas** were created to celebrate children with coily, curly, loc'd, and naturally textured hair. Recently *Purpose Toys* made its historic launch of **Latinistas**, the world's first all-Latina line of fashion dolls carried at major retailers.

As KidStuff PR (1994-2024) celebrates three decades of promoting playthings and services for families, the agency has seen the toy industry, the media world and parenting go through a lot of changes. But one thing has always stayed the same. The nimble agency has been helping companies ranging from small start-up toy

companies and retailers to medium and larger-sized manufacturers spread the word – everywhere -- about their products. Under the leadership of agency President Lisa Orman, KidStuff PR is one of a very small number of public relations agencies focusing only on the play industry.

These four new clients join the KidStuff PR family of clients:

- Bene World
- Kids Preferred
- Moonlite
- Moosh-Moosh
- Playper
- Storypod
- Watchitude

About Fun in Motion Toys

Fun In Motion Toys is the maker of Shashibo®, Shashibo Battle Shapes®, Cubendi®, Duomoto®, TECTI®, HyperTiles®, Nockles™, Wes Peden Glow.0 Juggling Balls, Spinballs Glow.0®, Wandini® Glow.0, Mozi®, Glozi® and Karmagami®. The company ranked in the Top 500 of the Inc. 5000 list the last two years and its award-winning products lead the Magnetic Puzzle Cube, Confluxion, LED Active Play and Fidget & Flow categories. The Fun in Motion Toys team strives every day to make people happier and healthier through their unique movement products that give families new ways to “Move and Groove.” Fun in Motion Toys is always developing new and innovative toys that stimulate the mind and body for hours of fun-- day and night. Their mantra is “We work hard and have been known to play hard. We take our work seriously, but we don’t take ourselves too seriously. If we are making others smile, then we are doing it right.”



About Top Secret Toys

After a lifetime of creating new products in the toy and game categories for all of the major toy companies, the renowned brothers and toy inventors of many notable toys and games are manufacturing and marketing their best toys and games from the past and new ones too. Top Secret Toys even collaborates with independent inventors! Top Secret Toys is not a secret anymore as many more new products will be unveiled in Summer 2024.



About MEAVIA

MEAVIA is a new brand committed to designing and developing toys for kids with Autism. Its products are designed to bring hope to parents as they witness their children achieve specific and significant goals, without forgetting that sometimes just having fun is valuable as well. Discover the journey towards fostering Autism Acceptance at <https://meaviatoys.com>.



About Purpose Toys

This woman-owned business made history as a pipeline to major retail for toy entrepreneurs of culture. With a mission to elevate cultural talent and leadership, Purpose Toys provides the infrastructure and resources necessary for toy entrepreneurs to succeed. With the successful launch of its original brands, *Naturalistas*, *Littlelistas*, *Fade Collection*, *Crown Collection*, and *Royal Treatment* fashion packs, as well as the recent launch of its new cultural division Purpose Toys LATIN division. Purpose Toys has quickly established itself as a cultural behemoth.

