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ME WANT COOKIE!

ENGAGE BABY WITH SOFT FIRST BOOK, ON-THE-GO TOY, PLUSH & BLANKY FEATURING SESAME STREET'S ELMO OR COOKIE MONSTER

East Windsor, NJ (July 9, 2024) – Kids Preferred is introducing an adorable new line of Sesame Street licensed infant playthings. The perfect baby shower gift or welcome-home-baby present are stocked and ready at [Amazon](#).

Sesame Street Baby's First Cookie Monster Cuteeze Plush (\$17) is made of the softest material! Cookie Monster's light blue body makes a rumbley tumbly sound. Squeeze his feet for a crinkly noise. At 12 inches tall, this lovable huggable friend will be a cherished addition to the nursery. Also available in **Elmo**.

The Sesame Street collection boasts almost a dozen baby accessories, from a soft book with sensory materials and tabs to an Elmo activity toy with teething rings, crinkle sounds, and on the go clip. Each of the

baby-first toys entice imaginative play and are ultra-soft. Some may help with growing pains such as teething.



Baby's First Cookie Monster on-the-go Teether Toy (\$9) looks delicious and is expected to go right to baby's mouth! Kids Preferred added special touches like an on-the-go clip for the car seat or stroller. The plush donut makes a crinkle sound. A plush cookie with sprinkles gives a squeak! And the silicone teether brings relief to baby's sore gums.

Sesame Street Elmo Blanky (\$18), in glorious red and with big eyes, makes a wonderful blanky with a few surprises! Flip the blanky over to discover a colorful, multiple character print. There are knotted corners, a pacifier loop and of course that extra soft plush Kids Preferred is revered for! Unfolded, this blanky -- also available with **Cookie Monster** -- measures a snuggly 14" x 14".

Kids Preferred knows that *Sesame Street*'s iconic characters are instantly recognizable, bringing sweet memories from parents' and grandparents' childhoods to a new generation as they help baby learn, play, and grow.

Look for more *Sesame Street* themed toys to be released on Amazon on September 15, 2024 including an Elmo Jack-in-the-box, Baby's First Cuteeze 4-piece Gift Set, and a Baby's First Elmo jumbo Cuteeze plush. First birthday and/or First Christmas shopping can be done easily and affordably with this newest collection.



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 designs and brings to life the products and characters that children and parents love. Discover more at kidspreferred.com.

About Sesame Workshop

Sesame Workshop is the global impact nonprofit behind *Sesame Street* and so much more. For over 50 years, we have worked at the intersection of education, media, and research, creating joyful experiences that enrich minds and expand hearts, all in service of empowering each generation to build a better world. Our beloved characters, iconic shows, outreach in communities, and more bring playful early learning to families in more than 150 countries and advance our mission to help children everywhere grow smarter, stronger, and kinder. Learn more at www.sesameworkshop.org and follow Sesame Workshop on [Instagram](#), [X](#), [Facebook](#), and [TikTok](#).