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SNOOPY, CHARLIE BROWN & LUCY HEADING TO KIDS PREFERRED® WITH 2025 PEANUTS PARTNERSHIP

What to Give for a 75th Anniversary? Kids Preferred Expanding its 2025 Catalog with Peanuts Themed Soft Book, Blanky, Activity Toy and Water/Bath Play Set

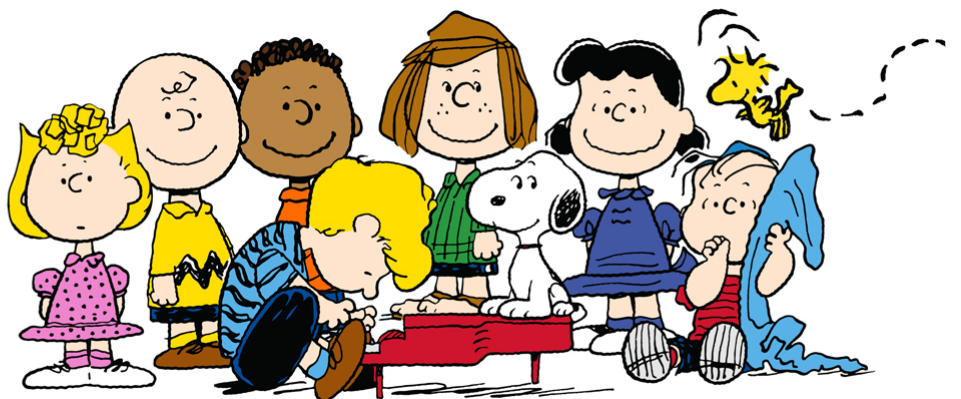
East Windsor, NJ (August 20, 2024) – Toymaker Kids Preferred, celebrates the Peanuts comic strip turning 75 (!) in 2025 with a new, dynamic product range. Look for its March 2025 reveal with select retailers featuring Peanuts® themed soft book, blanky, infant plush and toys and bath/water play set. The American toy manufacturer is beloved for its superior quality, innovative soft toys and gifts for children.

Kids Preferred is planning a full rollout in 2025 of a catalog featuring Snoopy and Woodstock, Charlie Brown and Lucy, Franklin and Pigpen and other iconic characters first introduced on the comic pages of the local newspaper. An array of wood toys, bath toys, and infant plush are being developed.

“We are beyond thrilled to announce the partnership between Kids Preferred and Peanuts. There are very few brands in the marketplace as iconic and trusted as Peanuts,” said Larry Presser, President of Kids Preferred. “We look forward to developing innovative infant toy lines to help usher in new generations of Snoopy fans.”

“Peanuts has endured for 75 years because the strip deals with real emotions and promotes positive messages and lessons, including friendship, inclusivity, responsibility and resilience,” says Scott Shillet, Vice President of Global Hardlines, Peanuts Worldwide. “Our goal is to develop a line of high-quality infant products across soft lines, hard lines and publishing that tie back to these lessons and allow parents to share their love of Peanuts with their children.”

In 1950, Charlie Brown, Snoopy, and the rest of the Peanuts gang were first introduced to the world. In the 75 years since, Peanuts has become a global phenomenon, encompassing award-winning animated content, stage shows and live experiences, high profile collaborations, and retail programs around the world. Artists, musicians, philosophers, and fans have been inspired by Charles Schulz’ creation for over seven decades and there is no end in sight for this beloved cast of characters who speak so beautifully and simply to the human experience.



Next year parents and grandparents will be able to share their favorite Charlie Brown memories with a new generation of fans through Kids Preferred infant plush and toys.

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 Peanuts

The characters of Peanuts and related intellectual property are owned by Peanuts Worldwide, which is 41% owned by WildBrain Ltd., 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by the family of Charles M. Schulz, who first introduced the world to Peanuts in 1950, when the comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the Peanuts gang have made an indelible mark on popular culture. In addition to enjoying beloved Peanuts shows and specials on Apple TV+, fans of all ages celebrate the Peanuts brand worldwide through thousands of consumer products, as well as amusement park attractions, cultural events, social media, and comic strips available in all formats, from traditional to digital. In 2018, Peanuts partnered with NASA on a multi-year Space Act Agreement designed to inspire a passion for space exploration and STEM among the next generation of students.