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

FUN IN MOTION TOYS REVEALS HELLO KITTY® SHASHIBO®, SHASHIBO²™ AND HYPERTILES® MINI AT NEW YORK TOY FAIR 2025

(And 2 High-Flyin' Live Circus Performances!)

Ft. Lauderdale, FL (February 20, 2025) – It's that time of year, and Fun In Motion Toys is ready once again to be the life of the party. The most innovative toy company in the industry always brings their "A-Game" to Toy Fair, and they have very big plans this year. Come visit booth #1857 to get your hands on Fun In Motion Toys' runaway hit 2025 TOTY Finalist HyperTiles, which is getting a brand-new bite-sized box with HyperTiles Mini ($9.99). This new size will allow fans of HyperTiles options with which to expand their collection and build even grander structures! Also be sure to check out the new Hello Kitty Shashibo Magnetic Puzzle Cube ($25.99). The all-new evolution in the Shashibo Puzzle Cube lineage –Shashibo^2, meaning "Shashibo Squared" ($34.99), is also making its debut at the show.

Fun In Motion Toys' Shashibo Magnetic Puzzle Cube continues to take the world by storm, maintaining its spot as a #1 best-selling toy on Amazon. It's also an official STEAM accredited toy by the Toy Association. Comprised of high-quality injection mold plastic, foldable, durable stickers and 36 internal rare earth magnets, Shashibo cubes can be shifted and moved to create over 70 different shapes, accommodating the most inquisitive of fidgeters or puzzlers. You can even combine them with each other to create bigger and even more imaginative structures.



In celebration of Hello Kitty's 50th anniversary this year, Fun In Motion Toys has partnered with Sanrio to launch three new **Hello Kitty And Friends Shashibo** styles: Garden Doodle, Kawaii Tokyo and Rainbow. The iconic Sanrio graphical style and vibrant pastel colors make these head-turning Shashibo must-sees at the Fun In Motion Toys booth. Also making their grand entrance are Limited Edition Spring Fair Designs ($25 each) that will dazzle your eyes with a super saturated springtime smorgasbord of colors. Bubbles and Cotton Candy are this year's designs, and their hypnotic, swirling patterns must be seen to be believed!



Shashibo has been such a tremendous success and a smash hit with people of all ages, fans couldn't help but wonder, *"What is next for Shashibo?"* Fun In Motion Toys heard this feedback and took action. Introducing **Shashibo^2**, an evolution to the Shashibo that fuses two Shashibo boxes together along a single edge, thereby increasing the tactile complexity and number of possibilities you can create! With a whopping 72 rare earth magnets, twice as many as the original Shashibo, it really is a wholly new experience, even for seasoned Shashibologists. Each cube contains three distinct designs, can make over 70 different shapes allowing users to

discover over 210 different possibilities. Of course, any previously honed Shashibo skills and know-how will certainly come in handy especially since you can build larger creations, faster! And Shashibo^2 is fully compatible with the original Shashibo offering endless adventure in sculpture building with your Shashibo collection.

Fun In Motion Toys fans can't get enough of the Oppenheim Toy Award and National Parenting Center Seal of Approval-winning HyperTiles building set, so the company is introducing a new mini size box to easily and affordably expand HyperTiles collections. HyperTiles Mini boxes come with 12 tiles, 20 connectors and instructions on how to get started. HyperTiles are simple, super-versatile hyperbolic shapes that can be linked together in an infinite number of combinations that can move & flex – providing endless options, surprising outcomes, and hours of 3-dimensional adventure! When you are ready to explore more, combine more sets to build bigger designs! HyperTiles are STEM.org authenticated and STEAM accredited which means it has been tested and proven to support science, technology, engineering and math standards, supports the development of 21st century skills and engages students through hands-on learning and collaboration. HyperTiles is also a Toy of the Year Finalist in the Educational category.



Check out everything that Fun in Motion Toys has on offer this year, including the brand-new products above. Swing by booth #1857. Who knows, you might even see something you'd never expect! The Fun in Motion Toys booth is always known for being a must-stop, and this year you'll find:

HIGH-FLYIN' FUN with two live circus performances Saturday and Monday at 5:00 pm, giveaways, and hands-on flow arts lessons. Don't miss world-famous juggler, **Wes Peden**, dazzling aerialists, and our **Toy of the Year finalists** – HyperTiles & TECTI all in booth #1857! Plus, catch our **oversized, working Shashibo** transforming hourly in the Crystal Palace lobby.

About Fun In Motion Toys

Fun In Motion Toys is the maker of Shashibo®, Shashibo^{2}™, Shashibo Battle Shapes®, Cubendi®, Duomoto®, TECTI®, HyperTiles®, 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 in 2022 and 2023 and in the top 800 in 2024 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." For more information about Fun In Motion Toys, please visit FunInMotionToys.com.