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KIDS PREFERRED® SHOWCASES PRODUCTS FEATURING THE PEANUTS GANG AND MIFFY AT TOY FAIR 2025

East Windsor, NJ (February 25, 2025) – Toymaker Kids Preferred is excited to show off their new range of baby toys (ages 0+) themed off **Snoopy** and the **Peanuts** gang at their Toy Fair 2025 booth, #2825. This year marks the 75th anniversary of Peanuts®, making this Toy Fair an auspicious occasion to debut the new, dynamic product range! Kids Preferred’s Peanuts product range includes a themed soft book, blanky, infant plush and toys. In addition, Kids Preferred can’t wait to unveil new **Miffy** toys for babies and infants at their booth too! The globally beloved bunny created by Dutch artist Dick Bruna, celebrating her 70th anniversary this year, will feature across new plush, soft books, and baby developmental toys for distribution in the US and Canada.

Both collections are featured in the Kids Preferred 2025 catalog along with many other collection expansions. These anticipated collections will bring the beloved characters from each IP to the next generation of young children, providing a cute, kind, and curious companion as they grow and learn.



Miffy’s special Cuteeze 12-inch plush (\$8.50) features Kids Preferred’s Super Soft material that’s fuzzy and cushioned to the touch. In her iconic base white form, Miffy’s mouth and eyes are carefully and precisely embroidered to pull off her adorable look! Separate Miffy Plush will also come in 8- and 14-inch varieties. The **8-inch Miffy Plush** (\$6.00 wholesale) has Miffy sporting a cute collared dress, and come in red, yellow and blue styles. In addition to their super soft boa material, each plush has weighted beans in their bottom, so Miffy can sit upright easily! Ages 0+. **Miffy’s 14-inch Classic Look Plush** (\$10.00) comes in 5 colors (white, pink, purple, mint, yellow) and features the same soft plush boa material and weighted bottoms as their smaller counterparts.

The **12-inch Peanuts Snoopy Activity Toy** (\$9.00) sports a soft and textured image of Snoopy and his pal Woodstock canoeing. Babies can pull on the extending tab and watch the toy “ziggle” back up. It also includes a teether and sensory stimulation through crinkling noises and textured fabrics. **Woodstock** has his own **Activity Toy** too, with a teething leaf, a fuzzy, textured nest, and more pulldown “ziggle” action! The **10-inch Snoopy Blanky** (\$6.50) not only brings a winning rendition of the famous Peanuts beagle, but also a teething ring, sensory feet, satin ribbons and crinkly noisemaking. Instill good habits early with the **5-inch Peanuts On-the-Go Soft book** (\$5.50). While teaching little ones all about happiness and its many forms with the Peanuts characters, the soft book also features a heart-shaped c-clip, teether corners, crinkly noisemaking, a mirror, soft ribbons, a peek-a-boo flap, and sensory applique. The **10.5-inch On-the-go Crinkle Toy** (\$4.00) shows Snoopy on top his doghouse taking a nap with Woodstock and friends. Made of satin fabric, this on-the-go toy boasts a teether, satin ribbons for sensory play, and a C-clip for easy storage. Last but not least, the **12-inch Snoopy Cuteeze Plush** brings the special super soft sensory fabric of



the Cuteeze line, plus crinkly noisemaking to encourage interactive play.

Come visit **Kids Preferred at Booth #2825** to see their brand new Miffy and Peanuts infant toys for yourself! All toys are perfect for infants age 0+!

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.

About Dick Bruna and Miffy

[Miffy](#) was "born" on June 21, 1955, when Dutch artist Dick Bruna first drew the character to entertain his young son whilst on a rainy seaside holiday in Holland. The series of picture books which followed used simple illustrations and rhyming text to explore the universal experiences of childhood, earning Bruna international critical acclaim as an author and artist. The Miffy books have sold more than 85 million copies and are currently published in more than 50 languages. Merchandise is sold across five continents, there are several musicals, a Miffy movie and a TV series. Mercis bv is the worldwide licensor and rights owner for Miffy, and Joester Loria Group is the North American licensing agent for Miffy.