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## KIDSTUFF PUBLIC RELATIONS IS CELEBRATING *CHRISTMAS IN JULY* WITH SIGNING OF SEVEN CLIENTS

*Two Hands Are Needed To Count Out Newest Roster: Cocosmile Cups, EyeConnect Crafts, Igloo Books, JoPat Games, Kandico, Make Music Count & Seaper Powers*

Thousand Oaks, CA (July 1, 2025) – What do families want this season? A mix of music, movies, crafts, collectibles, cups, board games and books are having their moment with kids and with KidStuff Public Relations. Seven incredible kid-friendly companies have signed with the storied PR agency headed by Lisa Orman, named twice as a Wonder Woman by Women In Toys (WIT) and one of the industry’s top thought leaders on kids’ stuff.

Retailers and consumers will soon be hearing the buzz about:

• Cocosmile Cups	<a href="https://www.cocosmilecups.com/">https://www.cocosmilecups.com/</a>	hydration never looked so cool for kids
• EyeConnect Crafts	<a href="https://eyeconnectcrafts.com/">https://eyeconnectcrafts.com/</a>	crafts that put the A in STEAM
• Igloo Books	<a href="https://igloobooks.com/us/">https://igloobooks.com/us/</a>	Disney & Marvel tiny book Advent Calendars
• JoPat Games	<a href="https://jopatgames.com/">https://jopatgames.com/</a>	a new spin on crossword puzzle as a board game
• Kandico	<a href="https://kandy.toys/">https://kandy.toys/</a>	mix, match then squish Squishverse Snackipoos
• Make Music Count	<a href="https://makemusiccount.com/">https://makemusiccount.com/</a>	math skills boosted by playing hit tunes on piano
• Seaper Powers	<a href="https://www.seaperpowers.com/">https://www.seaperpowers.com/</a>	sea life-themed fun in books, movies, music, toys

Although KidStuff PR has been touting toy stories for three decades, its star shone brightest last year once KidStuff PR joined the Diverse Companies family. As Orman explained, “Diverse Marketing sales agency clients quickly benefited from our PR agency’s expertise as we offer regular education sessions and webinars about PR and media trends to Diverse Marketing clients. With an increased focus in the LA market during September Toy Preview month and at Diverse Marketing’s new LA Showroom, our southern California presence in the market is invaluable to clients. Our new owner Wes Hardin has been incredibly generous with his introductions to sales clients who may benefit from PR services. It’s been a true partnership and a wonderful one at that.”

She adds, “when appropriate, our combined teams form a symbiotic relationship merging each other’s best practices, as we share tools to make both sets of services stronger and more impactful for our clients. In the past few months, this partnership has provided a full menu of coordinated, best-in-class marketing services for clients who want a truly one-stop shop.”

### Seven PR Campaigns Starting Now

KidStuff Public Relations already expanded its focus with a GiftStuff Public Relations division, serving products that straddle both toy shops and gift shops. New client **Cocosmile Cups** fits this thinking. The collection of fun and durable drinkware appeals to kids and parents as little ones stay hydrated without prodding! Cocosmile’s commitment to kids’ hydration was inspired by Founder Jennifer Rhinehart, a 15-year Navy veteran, nurse, and MBA graduate turned entrepreneur.

Everyone knows the expression STEAM but where do you uncover the A for art? **EyeConnect Crafts** lets kids and adults make their own book with a twist that features poseable animals and characters! For those who love nature and storytelling, these crafty kits entice DIYers into a series of intricate, layered scenes that could transport you to another world with each turn of the page. Build a book and add the pre-punched poseable figures. Then add your own story. Of course, everything you need to craft a customized book comes in this kit.

Arriving in August for Holiday 2025 shoppers are **Igloo Books** Disney and Marvel themed Advent Calendars. Imagine spending December with a 5-minute story to enjoy every day in the lead up to Christmas. With licenses from both Disney and Marvel, one Advent Calendar boasts *Marvel Spidey and his Amazing Friends*. Little ones join Spidey, Spin and Ghost-Spider on their awesome adventures in this web-tastic 24-book Advent Calendar. *Disney Stitch* and *Disney Tim Burton's The Nightmare Before Christmas* will get the KidStuff PR boost for parents and grandparents to tuck away in Q3 as these little book Advent Calendars arrive online and in stores.

There's a new spin on the classic crossword puzzle courtesy of **JoPat Games**. It's called Cross Spin and players can choose their mood with a Board Game, App or online Daily Puzzle. The rules are simple, but the answers become challenging as the words must cross correctly from one to another. The board game is for ages 8+ and can include 2 to 6 players to fill in all blanks. Clever Cross Spin allows any category answer to go in any word slot. If you get stuck, spin the board to find new ways to solve the clues! This way kids and adults never play the same round twice! Keep the fun going with the mobile app on Google Play or Apple Store.

**Kandico Toys** offer unique, high-quality toys designed to spark creativity and bring joy to children of all ages. This season they add the *squish* to playtime with *Squishyverse Snackipoos*. Small hands get to add accessories to adorable Snackipoos in kits sized as a 1 Pack, 2 Pack and Playset. Created for ages 5+, these kits ask kids to mix, mold then style to create wacky, crazy designs. Each blind pack will have kids entertained without the need for Wi-Fi or digital gadgets. It's open-ended play without any rules or outcome – just a child's imagination!

Marcus Blackwell Jr. is the *piano man* behind **Make Music Count** having studied classical, jazz and gospel music. But as a student, he struggled with math as many youngsters have math anxiety. Once he realized you need math to play the piano his *ah ha* moment was formed, and he ultimately earned a B.S. in Mathematics! Make Music Count is his creative way for students everywhere to conquer math anxiety as they learn to play popular songs on the keyboard. With success he hopes more students will pursue STEM majors in college.

Award winning **Seaper Powers** takes kids on a sea adventure with a starfish, mermaid, jellyfish and other ocean-dwellers through an animated film series from parent company Side FX Partners. Seaper Powers three films -- *In Search of Bleu Jay's Treasure*, *Mystery of the Blue Pearls* and *Seaper Powers: The Rescue* – spill over into hardcover chapter books, coloring books and plush. Cuddly plush bring the animated stories to life with Oliver the Octopus, Steve the Starfish, Daphne the Dolphin, and Jinkens the Jellyfish. A Seaper Powers FOREVER Coloring Book boast dry erase pages!

In addition to the seven July clients, KidStuff Public Relations' roster boasts a wide variety of toy manufacturers and services including *Alpha Group*, *FOROS*, *Fun In Motion Toys*, *Honeysticks*, *Kids Preferred*, *Master Toys Inc.*, *Shout! Studios*, *South Beach Bubbles* and *Tytan Toys*.

#### **ABOUT KIDSTUFF PUBLIC RELATIONS**

KidStuff Public Relations has been helping specialty toy and game manufacturers and retailers grow since 1994. In 2024, Diverse Companies acquired the PR firm that specializes in traditional, digital and social media awareness building for the toy and gift industries. What separates KidStuff PR from other agencies is the hands-on, personal approach that each client receives. Instead of being handed off to an Account Executive upon signing a contract, KidStuff PR clients continue to work directly with President Lisa Orman daily. Discover how KidStuff delivers at <https://kidstuffpr.com/>.