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## SUNNY DAYS WILL SHINE AT TOY FAIR 2026, BOOTH #2913

*Multiple Categories, Countless New Toys – See Them First!*

Gray Court, SC (January 20, 2026) – Calling all media attending Toy Fair this year! **Sunny Days at Booth #2913**, is not to be missed. With 13 years in the toy industry, the company is set to unveil more than 50 new products across 3 new brands and 4 newly acquired licenses. Showcasing their newest 2026 products spanning bubbles, novelty, vehicles, dolls, playroom, and pool float categories.



This year marks an exciting milestone for the company, with their newest doll line **Woof & Co.**, which is a finalist in the Doll of the Year category for 2026 Toy of the Year (TOTY) awards! Woof & Co. is a line of 16-inch, fully poseable fashion dolls, each represented by a different dog breed inspired by a distinct fashion trend

Blind box enthusiasts will also have something to savor with new **Honey Bee Acres** blind bags featuring collectible, velvety-soft characters.

Sensory toys are booming, and Sunny Days is leading the way with its viral **Squeezy** line. Launched at Target, the jumbo squishies come in playful shapes like butter and cheese, with 13 new SKUs coming in 2026. Debuting alongside is **SQZY**, a spin-off with light-up gel gems, and **Twitch-Bits**, a no-mess sensory toy with soft, stretchable pieces that squish, roll, and bounce back for endless tactile fun.



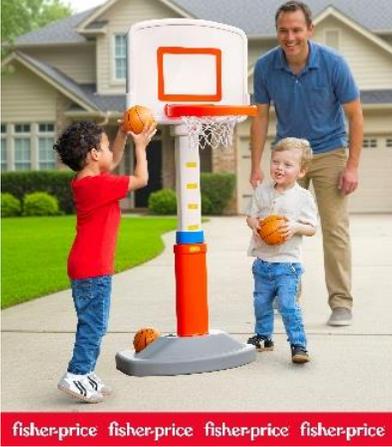
**Rubber ducks** have become a universal symbol of cuteness in pop culture from car dashboards to collectible items and Sunny Days is eager to showcase their line with a fresh, modern twist.

Looking ahead to warm-weather play, Sunny Days is expanding its **Maxx Bubbles** portfolio with 9 new SKUs set to launch in 2026. The assortment includes a mix of bubble blower machines and licensed favorites like John Deere, Care Bears, Hot Wheels and many more! Full details and product reveals will be available exclusively at Toy Fair.



Sunny Days Entertainment is taking the **Maxx Action** line to the next level with its first-ever “**Real Steel**” vehicles for 2026.

Their double-sided **Licensed Pool Floats** line continues to expand with partnerships including DORITOS®, Cheetos®, and Lucky Charms!



As a result of their long-running licensing partnership with Mattel, Sunny Days became a global licensing partner for Fisher-Price™ Bath and Potty products in 2025. This year, the company is excited to debut 9 new Outdoor and Playroom SKUs for Spring and Fall 2026, including the return of two timeless classics: **Grow to Pro Basketball** and **Grow to Pro Baseball**. Samples showcasing expanded features and a refreshed design direction will be available to view, with full details revealed at the Javits Center.

Has this radiant selection piqued your curiosity? Visit Sunny Days at Booth #2913 to experience their newest 2026 items firsthand!

#### **ABOUT SUNNY DAYS ENTERTAINMENT**

Sunny Days Entertainment, LLC, established in 2012, is a trusted name in the toy and infant industry. Known for innovative, affordable products, its portfolio includes brands like Hopscotch Lane, Maxx Action, Honey Bee Acres, Maxx Bubbles, and Toymendous. Sunny Days continues to grow through proactive product development, consumer engagement, and strategic collaboration. Learn more at [sunnydaysent.com](http://sunnydaysent.com).