

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



KIDS PREFERRED FEATURES NEW *STAR WARS*™ PRODUCTS AT TOY FAIR BOOTH 2927

Young Padawans (And Their Parents) Will Adore New Activity Toys & Snuggle Buddies Inspired by the Mandalorian, Chewbacca, Grogu & Ewoks

East Windsor, NJ (February 3, 2026) – Kids Preferred, a leading player in the toy and plush category for children and babies, is excited to attend **Toy Fair this year at Booth #2927** and show off new products based on the galactic *Star Wars*™ brand, in collaboration with Disney Consumer Products. Stores will start stocking Ewok, Grogu, the Mandalorian and Chewbacca in loveable activity and stroller toys plus plush forms early this year.

Not just parents, but grandparents won't be able to resist the dozens of *Star Wars*- themed characters created especially for the newest members of the household.

Take a peek at what *Star Wars*-inspired goodies to expect from Kids Preferred at this year's Toy Fair:

 A green Grogu plush toy with large ears, a blue strap with a ring, and two small blue and yellow circular toys hanging from its arms. One of the circular toys has the text "FEEL THE FORCE" on it.	 A brown Ewok plush toy wearing an orange hood with two small ears and an orange scarf.	 A brown Chewbacca plush toy with a yellow and black striped collar.
<p>Grogu Full Body On the Go Activity Toy – Ages 0+ Size: 9” (11.25” including strap) - Start training your little ones in the ways of the Force early! Green buddy Grogu from <i>The Mandalorian</i> makes for an engaging companion for babies. The on-the-go Strap ensures he never gets lost, and Grogu has tons of play-based stimulus, including crinkly noises, ribbons, multiple surface textures to feel, and a teether. Coming soon to Amazon and Target.</p>	<p>Ewok Plush Cuddle Pals® - Ages 0+ Size: 11” – This little guy may strike fear in the hearts of stormtroopers, but to everyone else he’s the friendliest of creatures! This adorable Ewok sports his orange tunic and ultra soft fur all over. Clean, precise embroidery decorates the friendly face to help babies feel at ease. Plus, who can resist those adorable ears? Coming soon to Amazon.</p>	<p>Chewbacca Plush Cuddle Pals® - Ages 0+ Size: 11” – The biggest and fuzziest member of the Rebellion is rendered in adorable plushy goodness, featuring precise embroidery for his face and shoulder strap. Made from super soft materials on both the outside and inside, Chewy is just the right cuddle buddy to keep the Empire at bay. Coming soon to Amazon.</p>



R2-D2 On the Go Sensory Toy – Ages 0+ | Size: 9” (12” including strap) - The iconic and plucky astromech droid features an on-the-go Strap, crinkle noises when squeezed, ribbons, soft and varied textures, plus a teether. Coming soon to Amazon.



Grogu Deluxe Soft Book - Ages 0+ | Size: 8” H x 6.5 W” (10” including strap) – It’s never too early to cultivate a love of books! This plushy soft book is beautifully illustrated with cute caricatures of Grogu (and a cameo from his travelling companion/ guardian!) Choice pages include playful pockets, plus crinkle noises, ribbons and an on-the-go strap for extra dimensions of play. Coming soon to Amazon and Target.



Millennium Falcon/Ewok Crinkle Toy - Ages 0+ | Size: 13” – It’s the most legendary ship in the galaxy, now in the form of a super soft activity toy! Join Han Solo and Chewbacca on the crew of this Rebel ship with fun peekaboo characters that peek out from play pockets. This version of the *Millennium Falcon* has everything from a teether corner to ribbons, crinkle sensory stimulus, and super cute, illustrated décor! Coming soon to Target store endcap.



C-3PO On the Go Activity Toy - Ages 0+ | Size: 9” (12” including strap) You won’t find a more polite protocol droid out there, so C-3PO is the ideal companion for your baby! With a shiny gold and softly textured exterior, C-3PO also holds with him his plush buddy R2-D2, a teether toy, and ribbons on the sides of his head for more textural discovery play. Coming soon to MarMaxx.



The Mandalorian & Grogu Cuteeze Plush - Ages 0+ | Size: 14” – the unlikely yet iconic duo Grogu and the Mandalorian are now Cuteeze plush friends! Stuffed with the softest filling, these adorably proportioned characters have velvety soft surfaces and ultra precise embroidered surface detail. They also have weighted bottoms so they can sit upright on their own, but side by side - as they should be! Coming soon to MarMaxx.



Darth Vader On the Go Sensory Toy -| Ages 0+ | Size: 8” (12” including strap) The Dark Lord of the Sith gets a cute makeover in soft blanket form, complete with bumpy teething corners, multiple soft textures to feel, and super detailed and clean embroidery for Vader’s mask features and an affirmational message to outshine all others –“Together we can rule the galaxy!” Coming soon to MarMaxx.

“*Star Wars* has a passionate, multigenerational base of loyal fans and Kids Preferred is excited to ‘unlock’ authentic and innovative infant toys to a brand-new generation of children,” Larry Presser, President and Chief Revenue Officer. “This is truly an exciting time for Kids Preferred. Not only do we deepen our close working relationship with Disney Consumer Products, but we also add one of the most beloved & timeless brands of the past almost 50 years to our dynamic licensed portfolio.”

To see this exciting and out-of-this-world selection plus much, much more, come by Kids Preferred's booth at #2927 if you're attending New York Toy Fair 2026!

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 "on" 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.

STAR WARS and related properties are trademarks and/or copyrights, in the United States and other countries, of Lucasfilm Ltd. and/or its affiliates. © & TM Lucasfilm Ltd.