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## MOOSH-MOOSH AQUA BRINGS PLUSH POWER TO SUMMERTIME WATER PLAY

*Moosh-Moosh Aqua Plushies and Clipz Are Part Plush, Part Pool Toy, All Fun!*

Simi Valley, CA (May 27, 2026) – We all see it this time of year: kids start the countdown until they can play in the backyard pool, head to the beach, or enjoy other water activities. They are just waiting for the water to warm up so they can jump straight in and officially welcome summer 2026. For kids with beloved plush pals and a yearning need for raucous water play, it’s always been an either-or situation – you can’t have both. That is, until now! **Kid2Adult (K2A)**, home of the iconic Moosh-Moosh plush, is pleased to announce their latest innovation in the brand: **Aqua Plushies** and **Aqua Plushies Clipz** (retailing for \$14.99 and \$6.99 respectively, for ages 8+). Long gone are the days of plush that take forever to dry. Get to know K2A’s new water-friendly huggable plush, designed for water play on hot summer days and cuddles for bedtime. Bringing the best of both worlds together in one cute, cuddly plushie.



**Moosh-Moosh Aqua Plushies** bring the familiar softness of Moosh-Moosh but entirely fabricated out of water-safe materials. Both the exterior fast-drying cuddly mesh fabric and interior lightweight bead filling are designed to withstand repeated and extended dunks into water, making them the perfect playmate for the pool, the beach, or bathtime. They also allow these special Moosh-Moosh to always float! Measuring in at 4” x 6” x 8”, they’ll always be easy to spot, grab, toss or cuddle while playing in the water.

When dry, they’re light and soft as can be, making for a poolside lounge cuddle buddy, a mini plush pillow for an outdoor summer nap, or companion on any adventure fit for a normal plush pal. But soak them in water, and suddenly you have an ideal companion to play catch or toss in the air and make a splash as they plop back into the water. Dunk them, soak them, wring them out, Moosh-Moosh Aqua can be put through their watery paces and morph right back into shape! No need to leave your plush high and dry inside the house, now they can go with you to make the biggest cannonball splash of the season!

For some more on-the-go fun in the sun, there are **Moosh-Moosh Aqua Plushies Clipz**. Measuring in at a more compact 3” x 4” x 2” and featuring a handy bag clip, Moosh-Moosh Aqua Clipz make it easier than ever to bring the fun with you to any pool or beach destination. Perfect for fidgeting, pool time play or accessorizing while out and about, these Clipz offer even more options for fans who want to dip their toes into Moosh-Moosh Aqua Plushies.

Any fan of Moosh-Moosh will tell you that their wide cast of characters is what helps give the brand its special identity. Launching in Summer 2026, collectors should keep their eyes open for **Bubblegum the Narwhal** - bright pink and sweet like her namesake, **Elle the Penguin**, who lives to create the perfect ice cream flavor, or **Drac the Dragon**, taking a break from flying high to dive and explore the watery depths. Even more characters include the friendly shark trio **Crush (gray)**, **Dash (yellow)** and **Azul (blue)**, **Handi Andi the Octopus** who has a particular penchant for multitasking, **Carrie the Corgi** (because dogs love to swim too!), and **Finster the Clownfish**, a multitalented fish who loves trying out new hobbies.

Now that summer is here, keep your eyes out for the launch of Moosh-Moosh Aqua Plushies and Clipz online! For additional info on Moosh-Moosh Aqua and all things plush, visit <https://K2ABrands.com/>.

### **About K2A Brands**

K2A Brands is the parent company of Moosh-Moosh. Based in Simi Valley, CA. It's a dynamic company with over 40 years of experience delivering some of the most trending items on the market. With a keen eye on current trends, the company's seasoned team swiftly turns insights into innovative, highly desired products. Balancing top-notch quality, creativity, and a deep understanding of consumer preferences, K2A Brands stands as a leader in bringing to life today's most sought-after items.