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KIDS PREFERRED® EXPANDS ITS MIFFY® COLLECTION FOR A NEW GENERATION OF FANS

East Windsor, NJ (July 1, 2026) –Dick Bruna’s Miffy has charmed the hearts of fans young and old for over 70 years with her adorable and iconic look. Having helped celebrate Miffy’s milestone anniversary last year, Kids Preferred is delighted to continue its partnership with an exciting new collection of Miffy-themed toys for babies and toddlers, arriving in 2026. Designed to support every stage of early play, the range includes toys that inspire imaginative role-play, encourage sensory exploration, develop fine motor skills, and even provide soothing teething relief.



When it comes to toys, sometimes simplicity is bliss. The **Miffy 8” Sitting Plush** is styled in her iconic red dress crafted from soft boa fabric and embroidered with a cute button. The charming embroidered details—including Miffy’s iconic crisscross mouth and nose, expressive eyes, and button accents—are carefully crafted for durability, standing up to regular playtime adventures and frequent trips through the wash. At 8 inches tall, Miffy is thoughtfully designed to be lightweight and easy for little ones to hold and carry. Carefully placed beads allow her to sit upright independently, and her signature long ears are always ready to listen, making her both a trusted confidant and a cherished cuddly friend.

Of course, toys filled with interactive play features never fail to delight young children! Kids Preferred’s **Miffy Baby Ragdoll Activity Toy** is crafted from cozy, ultra-soft plush materials and depicts an adorable Miffy in a soothing, neutral-toned outfit. Inside of this multi-purpose Miffy plush are a rattle and crinkly materials, engaging babies’ senses and stimulating auditory learning. Perfect for on-the-go sensory play or tummy time, this activity toy includes a textured teething ring to help soothe sore gums for teething infants while encouraging sensory development through touch and exploration. A sturdy, simple clip is included to put parents’ minds at ease and ensure Miffy isn’t going anywhere outside of the stroller or baby carrier.



Fans seeking toys with multiple engaging features won’t want to miss the **Miffy Baby Ring Rattle**. Introduce your little one to the joy of play with this baby ring rattle. Designed with soft plush materials, this Miffy Baby Ring Rattle is the perfect size and texture for little ones to grasp in their tender and curious hands. A bumpy textured teether is attached, encouraging early motor skill development, plus crinkle sounds and an inner rattle provide baby with opportunities for cause-and-effect style play and sensory excitement.

Foster a love for reading early with the **Miffy Baby Deluxe Soft Book**. Featuring charming illustrations on every page, this deluxe soft book invites little ones into Miffy’s world through engaging interactive play. Complete with plush Miffy and Boris figures that attach to the pages, children can help tell the story themselves as they turn the pages and embark on each new adventure. Equipped with crinkle sounds, a squeaker, tactile ribbons, and peekaboo flaps, this book keeps babies entertained during playtime while stimulating fine motor skills, curiosity, and early



learning development. In addition, a handy clip is included to keep this soft book in place and prevent it from getting lost.

The Miffy toy collection is now available in stores and online. For more information on Miffy and Kids Preferred's extensive range of products, visit their Amazon storefront.

About Kids Preferred®

Kids Preferred creates meaningful products designed to spark magical, memorable moments for babies and children. Guided by a strong understanding of child development and the value of play, the company is committed to delivering thoughtfully crafted toys families can trust. Known for quality, service, and insight-driven solutions, Kids Preferred is a reliable partner for parents, grandparents, and retailers alike. Through both proprietary brands and collaborations with leading names in children's literature and entertainment, Kids Preferred brings beloved characters and imaginative play experiences to life. Visit kidspreferred.com to learn more.

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.