**INSPIRE CREATIVE PLAY IN 2023 WITH JOHN ADAMS**

***High Flying Toys, Squishies, Cuddly animals, Xylophones and Safari Trains -***

***John Adams has a toy for all ages in 2023***

**Get ready to fire-up the imagination and enjoy creative play this spring, with an exciting selection of new toys launching at John Adams.**

Create high-flying chain-reaction fun with this year's coolest toy sensation - **ZipLinx**! The latest fun, family domino style challenge, that children and parents can create their own amazing designs ready to launch in minutes, then send them flying into the air with one push of the launcher key. This high-flying toy is ideal for anyone that loves to build and create, with four different sets available, the fun never stops. Suitable for ages 6+.

* **ZipLinx Jump Set (SSP £9.99 - £12.99).** Includes 18 ZipLinx, 3 Hi-Fly balls, 1 launcher key.
* **ZipLinx High-Fly Set (SSP £14.99).** Includes 22 ZipLinx, 3 Hi-Fly balls, 1 launcher key.
* **ZipLinx Power Tower Set (SSP £19.99).** Includes 28 ZipLinx, 4 Hi-Fly balls, 1 launcher key, 1 Tower and 1 Trigger.
* **ZipLinx Triple Tower Blast Set (SSP £29.99).**  Includes 40 ZipLinx, 6 Hi-Fly balls, 1 Launcher, 3 Towers and 1 Trigger.

Brand new from **Doctor Squish**,is the Doctor Squish Squishy Maker. Doctor Squish is a viral social media creator with over 1 billion views across YouTube, TikTok and Instagram! Now fans can have hours of fun making their own super satisfying squishies. Every child will want to be a part of the #squishysquad!

* **Doctor Squish Squishy Maker (SSP £29.99)**. Create your own squishies with this new Doctor Squish - Squishy Maker! Includes Squishy Maker Station, slime powder, spoon, clear TPR balloons, glitter and confetti, reusable clips and curling tape.
* **Doctor Squish Squishy Maker Refill Pack (SSP £14.99).** Refill pack to be used with the Doctor Squish Squishy Maker. Includes 5 TPR balloons with clips, slime powder, confetti and sparkles.

Find your favourite cuddly companion in Trudi's range of new plush characters. **Trudi** has been creating premium plush toys since 1954 and this year sees the launch of a brand new collection of individually hand crafted, adorable characters. Sure to be a friend forever, this fabulous range of cuddly characters are suitable for all ages.

* **Ettore Bear (Large SRP £49.99 and small SRP £29.99)** is a timeless treasure that would make the perfect gift for any age, including a new-born.
* **Brando Bear (Large SRP £67.99 and small SRP £38.99).** Both are available in a choice of two sizes and are machine washable at 30 degrees.
* **Liam the Labrador (SRP £39.99**) is ready to find his forever owner. This best friend-to-be never looked so cute with his soft short golden hair, tail and little Trudi tag.
* **The Fluffies Range (SRP £31.99)** is a collection of six cuddly cubs, including a panda, hedgehog and baby penguin, just waiting for a new home.
* The **Trudi Puppies Range** **(SRP £25.99)** showcases the most beloved characters of crouching puppies in the Trudi range.
* **Sweet Collection Range (SRP £10.99)**. These plush icons of the Trudi world in tiny form, make the sweetest gifts for all ages. Characters including a mini monkey, lion and chick!
* **Trudini Black and White Cat (SRP £21.99)** and the **Trudini Persian Cat** with pretty red bow **(SRP £21.99)** make the purr-fect cuddly friend.
* The **Trudi Puppet Range (SRP £28.99)** is both a beautiful soft toy and fun puppet for play time. Children and parents can invent countless stories to act out with their new puppet friend with characters including a crocodile, unicorn and monkey.

The oldest wooden toy company in Europe, **Sevi** has launched a magnificent selection of colourful new toys to engage little ones and guide them, while playing, through the different steps of learning and the development of their musical, logical and ﬁne motor skills. A world of sounds, colours and sensations await.

* **Little Safari Train (SRP £32.99)** Zebra, elephant and giraffe all go for a ride on this funtrain toy that can be taken apart and re-built.
* **Noah's Arc Play set (SRP £49.99)** includes 24 colourful pieces.
* **Stackable Cubes (SRP £27.99)** 5 colourful illustrated cubes inspired by the world of the Trudi Savannah, with wooden shapes to fit together, numbers to learn and skits to compose vertically or horizontally. Suitable for ages 1 plus.
* **Enchanted Carriage (SRP £36.99)**. Discover shapes and colours, developing the skills of balance and coordination thanks to the towable carriage driven by a pretty little horse. Suitable for ages 1+.
* **Xylophone (SRP £29.99), Flute (SRP £12.99) and Drum (SRP £35.99).** Let your little ones enjoy hours of musical fun with these colourful instruments. Suitable for ages 1 plus.
* **Tea Tray (SRP £39.99)** with over 15 colourful pieces including teapot, cups and cakes. Suitable for ages 3+.
* **The Pizzeria (SRP £44.99).** Includes oven, utensils and a variety of magnetic ingredients. Suitable for ages 1+.
* **Nativity Scene (SRP £34.99).**  A Christmas toy that will be treasured in families for years to come. Suitable for ages 3+.
* **Big Nativity Scene (SRP £99.99).** A large wooden nativity set, including Mary, Joseph, Jesus, Stable with star, Angel Gabriel, Shepherds, Wise Men, animals and trees. Suitable for ages 3+.
* **Sevi Alphabet Letters (SRP £2.99)** The Sevi Animal Alphabet letters are a perfect way to learn the alphabet **and** personalise your child’s bedroom

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**Notes to editors**

The new Trudi, Sevi and Doctor Squish products from John Adams will be available from spring/summer 2023 from all good toy stores and online. ZipLinx are available to buy now from **Smyths Toys, Amazon and Argos**. For more information head to [www.johnadams.co.uk](http://www.johnadams.co.uk/)

**Further information, interviews and images are available on request.**

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