



**Media Pack**  
**Key Lines for 2024**

**London Toy Fair**  
**23<sup>rd</sup>-25<sup>th</sup> January**

**Stand UW50**



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<https://www.pressfix.co/tomy>

# TOMY



## **Mood Bears FUR-thers its Mission to Make the World Smile!**

*With the latest Talking Hope, Calm and Happy bear range*



*(From left: • Talking Calm Bear, Talking Hope Bear, Talking Happy Bear)*

Following its roaring success on Dragons' Den last year, Mood Bears is continuing its UK growth and plans to go global in 2024! With the expert guidance of TOMY, Mood Bears will be spreading even more magic and continuing its passion to 'make the world smile.'

Founded by Joanna Proud on her kitchen table during a very difficult time in her life and then capturing the attention of the nation, thanks to investment from all five 'Dragons', the Mood Bears brand promotes mental health positivity and wellbeing to help children and adults.

With five million individuals accessing mental health services in the UK in 2022/23, an increase of more than one million in five years\*, Mood Bears is on a mission to provide support thanks to its range of eight large and mini Plush Mood Bears. Based on colour psychology, each bear is a different colour representing one of the eight human emotions, helping sensory and emotional learning.

Building on the popular range TOMY is showcasing the extraordinary Talking Mood Bears at Toy Fair 2024 with Talking Hope, Calm and Happy Bears. More than just a cuddly toy, the Talking Bears are interactive and responsive, equipped with the ability to talk and move, and each have their own unique poem that helps listeners understand their thoughts, feelings, and emotions.

Key plans for Mood Bears this year will include education-focused campaigns including school visits across the country - with the aim of seamlessly integrating the Mood Bears into the national curriculum. Early March, the Mood Bears team will be attending the Childcare & Education Expo at Olympia to speak directly to teachers and share case studies on how the Mood Bears can be used in the education environment.

In 2024, Mood Bears will also be continuing its hospital engagement efforts through visits and its Sponsor A Bear programme, helping to spread comfort and joy when people need it the most. To bolster credibility of the ranges, TOMY and Mood Bears will conduct consumer research to substantiate the products' anecdotal benefits.

## **Key Lines for 2024 – Talking Mood Bears**

The Talking Mood Bears come with a specially designed box that transforms into a cosy bed with a blanket, making bedtime routines more enjoyable. Made from 100% recycled materials, Mood Bears offer a captivating collection of plush bears that touch hearts and inspire smiles.

### **Talking Hope Bear**

**SRP: £34.99**

Hope Bear is there for you when you can't see a light and the end of the tunnel. Hope Bear shows you that everything can get better if we just have confidence. Hope is about expectation, optimism and belief, and Hope Bear wants to help you feel all these. Hope Bear is coloured with all the shades of the other emotions because every emotion is human and normal, and leads you through life, always looking forwards to better things.



### **Talking Calm Bear**

**SRP: £34.99**

Calm Bear is waiting to help when you are stressed, and life has become too much. With a cooling, calming pale green colour, designed to calm the mind and stay relaxed as well as smiling paw shapes that are placid, soothing and friendly. Calm Bear is soft to cuddle, great at listening, compassionate and considerate, and exudes a serene, harmonious aura.



### **Talking Happy Bear**

**SRP: £34.99**

Whether you are feeling happy, unsure or in need of a little mood boost, Happy Bear is there for you. Just one look at that sympathetic, cheerful face and bright, sunshine-yellow fur lifts your mood instantly. And irresistibly merry and joyful paw shapes make us smile with pleasure, happiness, and contentment. A simple Bear hug and a smile can wipe away a hundred sad feelings.



Each Talking Mood Bear is powered by 3 AA batteries and have a convenient volume button.

**Suitable for children and adults, from 3 years +. Available now.**

### **Notes to editors:**

Supporting Stats

NHS England: \* <https://www.england.nhs.uk/long-read/monthly-operational-statistics-january-2024/#:~:text=There%20is%20sustained%20demand%20for,carried%20out%20face%20to%20>



## TOMY Set to Dazzle London Toy Fair With the All New Megasketcher 'Lights Alive'



2024 is set to be a big year in the arts and crafts category for TOMY as it brings a highly anticipated new addition to its classic product portfolio that promises mess-free solutions.

TOMY will be showcasing for the first time its shining bright new creative toy - Lights Alive, perfect for children who love to be creative with limitless design options. Using the pen and roller along with templates the lights shine bright and with additional animated effects.

Art and crafts has been a longstanding key pillar for TOMY with years of quality and proven success in the category. Building on this heritage through the decades 'Lights Alive' is set to further strengthen the brand's position across the arts and crafts market with this new modern twist on the much loved Megasketcher classic.

The Lights Alive Megasketcher offers endless design possibilities, revolutionising the arts and crafts market. This innovative take on the retro toy puts TOMY in a strong position to meet the growing demand for more creative toys.

### **Key Lines for 2024**

#### **Lights Alive Megasketcher**



#### **SRP £19.99**

The new Megasketcher Lights Alive is the perfect modern toy for various ages starting from 3 years old. With 632 dots that can be lit up, the design possibilities are limitless. Its high quality feel and unique tools such as the pen and roller make it playable by younger children as its self-contained design means there is no losing small pegs! Lights Alive is perfect for enhancing creativity and provides fun for all with templates provided online.

**Suitable for ages 3+. Available from AW24**



## Toomies and Fat Brain unveil 2024 showstoppers that little ones will love



*From left Air Toobz, Foam Cone Factory Deluxe, Pic & Pop Truck*

This year, Toomies and Fat Brain are bringing a wide range innovation and excitement to the preschool and infant category.

With TOMY'S wealth of experience in infant development, the new lines bring skill building to play time, from fine motor skills development to memory and recall – the Toomies and Fat Brain collections have it all.

With London Toy Fair serving as the perfect stage to unveil the latest products and innovations, visitors will be able to enjoy the first glimpse of the eagerly anticipated Air Toobz from Fat Brain. The new product is already capturing the imaginations of buyers and children alike in the United States – becoming a Toy of the Year Finalist and being STEAM accredited by The Good Play Guide. The toy features a kid-safe turbine that sends foam balls flying through a network of modular tubes and connectors which can be arranged in any way you can imagine to create loops and swirls.

This year Toomies is bringing true innovation to its core lines with the exciting revamped addition of Foam Cone Factory Deluxe and their new hero toy Pic & Pop Truck. With over 900,000 pieces sold worldwide, since its launch, the original Pic and Pop toy has been a historic best seller. In AW24 Toomies is taking it to the next level building a supporting range around this signature, with Pic & Pop Truck set to be the star.

## Key Lines for 2024

### Air Toobz



**SRP £139.99** Air Toobz is the latest innovation from the creative minds at Fat Brain offering air power play! Arrange the tubes and connectors in any way you can imagine. Create loops and swirls. Weave them under tables and over desks, Then switch on the turbine and let the experimentation begin. With hours of runtime and loads of balls, tubes, connectors and accessories included. Kids (and adults) will never want to stop exploring.

Easily portable, it becomes the perfect companion for family outings and adventures, providing not only fun on the go but also fostering essential skills such as spatial reasoning, creativity, experimentation, problem-solving and STEM learning. Plus, with additional accessories to

experiment with airflow and physics, our innovation promises to be the ultimate blend of enjoyment and education, turning every moment into a captivating journey of discovery.

**Suitable for ages 3+, available May 2024.**

### Foam Cone Factory Deluxe



**SRP £19.99** Introducing the new and improved Foam Cone Factory Deluxe – an imaginative product that transforms bathtime into an extraordinary adventure! This playset empowers kids to become the maestros of their own ice cream shop, crafting fluffy foam cones and sundaes right in the bath. This elevated version of the bathtime classic from Toomies combines joy and creativity with stimulating young minds and hands in a sensory wonderland.

The Foam Cone Factory Deluxe magically turns bathwater into a soft and thick foam. Young minds will let their imagination run wild, scooping and swirling the foam into the durable cones and tubs. Hassle-free enjoyment is guaranteed, thanks to

strong suction cups securing the toys to the bath.

**Suitable for ages 18 months+, AW24**

## Pic & Pop Truck



**SRP £24.99** Designed to spark joy and creativity; this dynamic toy promises to make playtime a thrilling adventure for little ones everywhere. The Pic & Pop Truck features a unique popping mechanism that propels the balls from the truck as you push it along, turning playtime into an engaging and exciting experience whilst skill-building for endless entertainment.

From surprise and delight of the popping balls to encouraging physical activity and coordination as kids chase after the balls and load them back into the truck. This product is designed to promote movement and development of fine motor skills, ensuring that playtime is not only fun but also a valuable opportunity for growth and learning.

**Suitable for ages 18 months+, available AW24**





## TOMY on board for new games in 2024

2024 promises to deliver some highly anticipated TOMY Games with the category remaining a key target for expansion.

TOMY continues to lead the way, ranking number one in the Travel and Adult games categories, along with its on-going best sellers Articulate! and Logo crowned as the top two choices for adult games, while Pop Up Pirate takes the prize once again as number one 2023 Kids Game.

In 2024, the brand will be entering new categories with 10 new games across kids, dice, strategy, collaborative gaming.

TOMY's new releases will feature lots of surprises and excitement that enables kids and adults to bond with family and friends. Plus, setting them up is a walk in the park!

Imaginative and engaging new games are in store throughout the year ahead. All designed to spark joy and laughter across all ages.

### Key Lines for 2024

#### Medical Mysteries

SRP £24.99



Last year TOMY signed a partnership with Identity Games which will include exclusive rights to sell the latest releases from the Rotterdam-based designers including *Medical Mysteries* and *Battle Royale: Last One Standing* - due for launch this year.

Poised as game of the year for 2024, *Medical Mysteries*, is a cooperative, story-driven game based on the multi-billion dollar TV show trend that includes the popular medical dramas Grey's Anatomy and ER. This thrilling, experience-based game puts players in control with a 'choose your own adventure' format supplying near-endless scenarios and outcomes. Players must cooperate to save four patients, each with a different set of symptoms, working together to research, diagnose and treat. But time points are limited – one wrong

move and a patient might not survive the night. The patients may be pretend, but the suspense is real - *Medical Mysteries* has been developed and tested with the help of real medical specialists. TOMY hopes the game will appeal to millennials, who are the primary audience of medical dramas, as well as students and families with older children. TOMY will be supporting the launch with heavy media investment.

**Suitable for ages 14+, available AW2024**

#### Sandcastle Splat

SRP £22.99

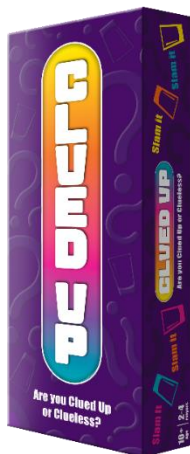


A perfect game for classic British summers holidays with rainy days! Sandcastle Splat guarantees laughter and excitement as this game takes beach play to a whole new level. Race against your friends to complete the sandcastle structure. Spin the spinner to see if you can build, miss a go, or even splat your opponents sandcastle. Each player has a unique mould which they fill with sand, place on their base, tap the top with their spade to build different sandcastles. But watch out if a player spins the splatted foot, that player can splat your sandcastle and you will have to start again. The first player to complete their sandcastle wins!

Suitable for ages 5+, available AW2024

## Clued Up

SRP £14.99



This exhilarating guessing game invites players to solve clues to unravel the mystery on the other side of the card. Each player has 4 cups, with 1 answer cup in the middle. Clues are read out one by one, and when a player thinks they have the correct answer, they slam the numbered clue onto the answer cup and guess. If they guess correctly, they discard the cup, but can now not answer on the numbered clue of the cup you discarded. First to discard all their cups wins.

Suitable for ages 10+, available AW2024



## Hide & Squeak Robots

SRP £22.99

Hide and Squeak Robots presents a playful twist to hide and seek! The cheeky robots are on a mission to turn hide outwit players in their challenge to piece them back together. This classic childhood games with futuristic twist promises endless laughter as you navigate through the unexpected twists and turns in a hide and seek showdown!

Each player takes apart their robot and follows the hiding spot cards, hiding a piece of their robot in each area. Then swap the final location card, and race to locate and put the opponents robot back together. First person to find and assemble their robot wins.

Suitable for ages 4+, available AW24

## 5Up

SRP £7.99



Perfect for travel, 5Up is a fun and completely addictive push-your-luck dice game which is great to keep the whole family entertained – suitable for 2-4 players. Each pouch transforms into a game board and includes counters, and dice.

5 Up will bring hours of fun with its unique set up that allows the game to be played differently each and every time while keeping players on their toes - "Do you dare roll again?" or will you "Hold your nerve!."

Each player gets 10 tokens, taking turns to roll the dice and place the token on the number you roll. Roll a 5 discard your tokens! Roll as many times as you'd risk, but if you roll a number that already has a token on, you take all the tokens on the mat. The first player to run out of tokens wins!

**Suitable for ages 6+, available February 2024**

## Pop Up Bluey

SRP £18.99



With Bluey being the #1 hottest preschool property, TOMY has combined the wild success of Pop Up Pirate to take Bluey to a whole new level!

Taken from one of the Bluey episodes, where they feature Indiana Jones, this classic children's action game now has a Bluey twist!

Take turns to slide your crocodile swords into the barrel. But be careful as one wrong move will send Bluey flying. Whose crocodile sword will be the first to pop him out of his barrel?

**Suitable for ages 4+, available AW 2024**

**Battle Royale: Last One Standing**  
SRP £27.99

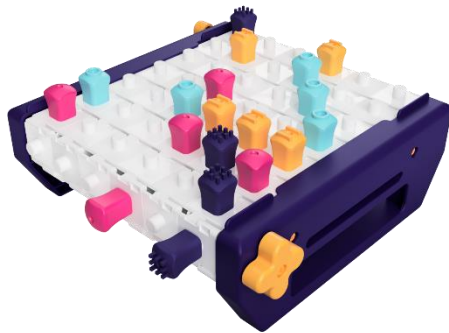


On a tropical island in the middle of the ocean, an epic battle is about to start! Four groups of warriors will fight one another until there's only one left standing. The winner will gain ultimate control! But beware: the enemy warriors are not the only threat you face. The island itself, with its explosive eruptions and treacherous grounds, is just as dangerous.

In this fun strategy game, you play cards to move your warriors to strategic positions on the board; you then roll the Doom Dice to manipulate the island itself. As the island gets smaller and smaller, you must do all you can to keep as many of your warriors alive: Create majorities on tiles, push enemy warriors off the island and stay clear of the explosions. Get ready for the ultimate Battle Royale!

**Suitable for ages 8 years +, Available AW24**

**Five Trax**  
SRP £24.99



Place your piece then roll the dice and move the board according to the number on the dice. The idea is to stop others blocking your row, and also for you to stop others getting a five in a row. The first player to get five in a row, horizontally, vertically, or diagonally, wins!

**Suitable for ages 6 years +, Available AW24**

**Logo Bingo**  
SRP £16.99



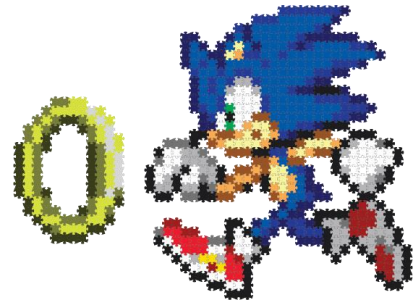
How well do you know your brands? We have taken the brands from your favourite LOGO board game, and combined it with the classic game of bingo. Players have to be the first to fill their game card by matching the logo with the brands "Beanz Meanz Heinz"; "once you pop, you can't stop"! Fun for all the family!

**Suitable for ages 12 years +, Available Now**





## TOMY expands its kidult offering with 'Twinchees' and 'Jixelz Remix'



*(From left: Twinchees DEMON SLAYER Lil' Sleepers Figures , Jixelz Remix Sonic)*

For 2024 TOMY will be bringing to London Toy Fair new exciting additions to the growing Kidult category building on the success of its Club Mocchi-Mocchi portfolio. As more adults in recent years are embracing nostalgia TOMY is responding to market trends by expanding its kidult product offering with the arrival of 'Twinchees' and 'Jixelz Remix.'

At the show, for the first time TOMY will be showcasing its dynamic program of stylised collectible figures directly from their sister company, the TAKARATOMY-ARTS team – Twinchees. With proven success in Japan, the US, and ANZ, this range promises to capture the UK's attention in 2024 with the range to include trending anime properties like DEMON SLAYER, SPY X FAMILY, CHAINSAW MAN, and more.

The new Jixelz REMIX is the perfect toy for fans of all ages, offering a creative remix of kidult collectors. Jixelz Remix is a unique system that allows fans to build and create pixel art of their favourite gaming or anime characters attracting a wide demographic of kidults and fans. With popular characters from Sonic the Hedgehog , Jujutsu Kaisen Spy X Family & Tokyo Revengers, there are countless options of characters to build, display and collect. Offering a complementary product line with pieces ranging from 250 to 1250 there are designs to build and display there is something for every fan.

### **Key Lines for 2024**

**Twinchees** is a dynamic program of collectables directly imported from Japan featuring top trending anime characters like DEMON SLAYER, SPY X FAMILY, CHAINSAW MAN, and more. Twinchees are priced at **SRP £5.99**, and suitable for ages **8+**.

### **DEMON SLAYER Lil' Sleepers Figures, Available Summer 2024**



## SPY X FAMILY Hoppin' Figures, Available Summer 2024



## CHAINSAW MAN Chubby Chubby Figures, Available Summer 2024



## SPY X FAMILY Lil' Sleepers Figures, Available Autumn 2024



## BLUE LOCK Hoppin' Figures, Available Autumn 2024



## HATSUNE MIKU Lil' Sleepers Figures Available Autumn 2024



## Jixelz Remix

Carry out your wildest kidult fantasies and JIXELATE your favourite characters from video games to anime and pop culture brands. The figures range from 250 to 1250 pieces being collectables to wall art. Whether you're a fan of Sonic the Hedgehog, Jujutsu Kaisen, Spy X Family and many more you'll love building and collecting with Jixelz REMIX. The REMIX set also includes a unique stand piece allowing you to display your creation like a picture frame or hook onto a wall. Build, display and collect with Jixelz REMIX.

### Jixelz REMIX, Sonic character heads assortment

SRP £5.99



The 250 piece set allows for small head builds of your favourite Sonic characters featuring 4 x Sonic Head 2 x Knuckles Head

### Jixelz REMIX, Sonic Shadow

SRP £12.99



The 750 piece Sonic Shadow and Flames display set is a self-supporting, coming with its very own unique stand, allowing consumers to stand like a picture frame or hook onto a wall!

### Jixelz REMIX, Sonic island and coins

SRP £17.99

The 1250 piece Sonic island and coins set is a self-supporting Sonic wall art display that comes with unique stand piece, allowing consumers to stand like a picture frame or hook onto a wall!



## Jujutsu Kaisen, character assortment

SRP £5.99

The Jujutsu Kaisen character assortment set allows for small builds of your favourite characters from the Japanese Manga series including Yuji Itadori and Satoru Gojo.



## Spy X Family character assortment

SRP £5.99



The Spy X Family character assortment includes the much loved characters Loid and Anya Forger from the Japanese manga series written and illustrated by Tatsuya Endo. The story follows a spy who has to "build a family" to execute a mission, unaware that his adopted daughter is a telepath, and the woman he agrees to marry is a skilled assassin.

## Tokyo Revengers character assortment

SRP £5.99

Tokyo Revengers is a Japanese manga series written and illustrated by Ken Wakui. The Jixelz REMIX character assortment allows for small builds of characters Takemichi Hanagaki and Draken.

**Suitable for ages 8+. Available from AW24**







## TOMY unveils Band-it Ball 2024's must have outdoor toy



This year TOMY is bringing true innovation to the outdoor toy category with the launch of Band-it Ball, which is set to be a stand out item for 2024.

Delivering great consumer value and experience, Band-it Ball is poised to be one of the most unique toys for the outdoor market with its impactful and appealing product design.

Arriving in Spring 2024, Band-it Ball is a 3-in-1, play anywhere active outdoor play toy. The all-new soft and flexible ball comes in two bright colour variations, turquoise and lime green, allowing it to perfectly stand out on grass, water, and sand.

With its soft shape, Band-it Ball can be simply adapted with its trendy colourful wrist band which wraps around the ball, transforming it from a round-ball into a disc style or rugby ball shape, offering endless fun and is unlike any other toy on the market.

TOMY will be investing heavily in the launch with high investment to drive awareness from Easter to Summer, supported by a host of campaigns spanning TV, social, and influencer marketing with sampling and e-commerce product reviews.

**Suitable for 5 years + Available February 2024.**

***Band-it Ball***

***SRP: £6.99***

The 3-in-1 Band-it Ball's soft plastic body is coated with air bumps for high velocity flight which can be played anywhere with anyone whether at the beach, garden, pool, at the park – for kids, families and adults alike.

## Round Shape

Relieve some stress with the flexible round ball. Toss indoors or out with a friend. With its soft plastic body the toy can also float for pool or beach play, making it a perfect toy to pack for family holidays!



## Rugby Ball Shape

Squeeze the Band-it Ball and wrap the included wristband around the guides to make an oval shape. Throw like a football in a wild spiral!



## Disc Shape

Flatten the Band-it Ball and wrap the wristband around it to make a funky disc. Spin through the air and increase the challenge in your game of catch!





## About TOMY International

TOMY International ([www.tomy.com](http://www.tomy.com)) is the no.1 trusted toy brand in the world with a heritage spanning 95 years, producing innovative, high-quality products that delight all ages whilst encouraging interaction. The company sells their wide range of uniquely fun and engaging products worldwide, including baby and pre-school toys, children's arts and crafts products and games.

Home to leading brands including Lamaze, Aquadoodle, Britains and Drumond Park Games, all TOMY toys are made to the highest standard and are cleverly designed to develop children's core skills whilst they play.

TOMY's collection of creative toys are first choice for family play, building on the company's heritage and mission to make the world smile. TOMY will continue to evolve to capture the times, produce Japanese quality products and bring children's dreams to life. © TOMY



For more information, please contact a member of the team on 0113 243 1117 or email [TOMY@gold79.co.uk](mailto:TOMY@gold79.co.uk)

For further imagery and details on TOMY's 2024 lines visit Pressfix at:

<https://www.pressfix.co/tomy>