

## **HOTTEST** NEW LICENSE!

- DEDDY BEARS are taking the world by storm- top trending property across all toy
- Sold hundreds of thousands of units across 7 countries
- Sold in 3 departments (soon to be 4) at Walmart including an endcap
- Target expanded store count from 500 to 2,000 stores





## THEY'RE DEAD CUTE





Bringing MAKE YOUR OWN
PLUSH to life at retail with hottest
DEDDY BEARS characters





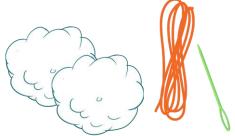


1. Build



3.Love











### MAKE A DEDDY BEAR

**SMALL** (ASST)



**Character Assortment** 



Squash

Item #25434 (ASST PDQ) Age: 6+ Box size: 7 x5x1.5"

C/P: 16





# MAKE A DEDDY BEAR SMALL (ASST) MERCHANDIZING



16 Piece PDQ



Fall 2024 Available in warehouse 11/1/24

24 Piece Sidekick



Item #25434 (ASST PDQ)

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