



Media contact: Alyssa Serafino
Catalina Ramirez
Litzky Public Relations
(201) 222-9118 x30
aserafino@litzkypr.com
cramirez@litzkypr.com

HASBRO BABY ALIVE, FURREAL, PLAY-DOH AND SESAME STREET SWEET SUITE ONE SHEET

BABY ALIVE BABY GROWS UP (HAPPY) Under Embargo Until 7/22

(HASBRO/Ages 3 years & up/Approx. Retail Price: \$49.99/Available: Summer 2020)

She REALLY grows! BABY ALIVE BABY GROWS UP interactive doll transforms from newborn to baby to big girl. She changes size 4 inches (10 cm) with kids' care! Kids will also love her 8 happy-themed doll accessories. Will she be HAPPY HOPE or MERRY MEADOW? Reveal 1 of 2 surprise dolls as you remove her from the package and she starts to wiggle! With first bottle, she opens her eyes to reveal color. Remove her hat to see her hair color. After rocking and pretend bottle feeding, she kicks out of her swaddle blanket! As a baby, BABY ALIVE BABY GROWS UP talking doll sits up and says her first word. Kids can help her grow with pretend pouch feeding and bouncing movements. Hold her hands to help her stand. Now she's a big girl who loves dress-up! Wow, her hair gets long when you use her brush and pull to extend it! Instructions and quickstart guide help kids care for their growing doll at every stage and reset her to play again! Includes doll with attached onesie, swaddle blanket, bottle, food pouch, bib, hat, brush, skirt, shoes, instructions, quickstart guide and activity sheet. Available in HAPPY HOPE or MERRY MEADOW. Available at most major toy retailers nationwide.

BABY ALIVE BABY GROWS UP (SWEET) Under Embargo Until 7/22

(HASBRO/Ages 3 years & up/Approx. Retail Price: \$49.99/Available: Summer 2020)

She REALLY grows! BABY ALIVE BABY GROWS UP interactive doll transforms from newborn to baby to big girl. She changes size 4 inches (10 cm) with kids' care! Kids will also love her 8 sweet-themed doll accessories. Will she be SWEET BLOSSOM or LOVELY ROSIE? Reveal 1 of 2 surprise dolls as you remove her from the package and she starts to wiggle! With first bottle, she opens her eyes to reveal color. Remove her hat to see her hair color. After rocking and pretend bottle feeding, she kicks out of her swaddle blanket! As a baby, BABY ALIVE BABY GROWS UP talking doll sits up and says her first word. Kids can help her grow with pretend pouch feeding and bouncing movements. Hold her hands to help her stand. Now she's a big girl who loves dress-up! Wow, her hair gets long when you use her brush and pull to extend it! Instructions and quickstart guide help kids care for their growing doll at every stage and reset her to play again! Includes doll with attached onesie, swaddle blanket, bottle, food pouch, bib, hat, brush, skirt, shoes, instructions, quickstart guide and activity sheet. Available in SWEET BLOSSOM or LOVELY ROSIE. Available at most major toy retailers nationwide.

BABY ALIVE BABY GROWS UP (DREAMY) Under Embargo Until 7/22

(HASBRO/Ages 3 years & up/Approx. Retail Price: \$49.99/Available: Summer 2020)

She REALLY grows! BABY ALIVE BABY GROWS UP interactive doll transforms from newborn to baby to big girl. She changes size 4 inches (10 cm) with kids' care! Kids will also love her 8 dreamy-themed doll accessories. Will she be SHINING SKYLAR or STAR DREAMER? Reveal 1 of 2 surprise dolls as you remove her from the package and she starts to wiggle! With first bottle, she opens her eyes to reveal color. Remove her hat to see her hair color. After rocking and pretend bottle feeding, she kicks out of her swaddle blanket! As a baby, BABY ALIVE BABY GROWS UP talking doll sits up and says her first word. Kids can help her grow with pretend pouch feeding and bouncing movements. Hold her hands to help her stand. Now she's a big girl who loves dress-up! Wow, her hair gets long when you use her brush and pull to extend it! Instructions and quickstart guide help kids care for their growing doll at every stage and reset her to play again! Includes doll with attached onesie, swaddle blanket, bottle, food pouch, bib, hat, brush, skirt, shoes, instructions, quickstart guide and activity sheet. Available in SHINING SKYLAR or STAR DREAMER. Available at most major toy retailers nationwide.

furReal Mama Josie The Kangaroo

(HASBRO/Ages 4 years & up/Approx. Retail Price: \$69.99/Available: Fall 2020)

The FURREAL MAMA JOSIE THE KANGAROO PET is as loveable as her cute little babies! (Did you know that baby kangaroos are called joeys? True!) One baby 'roo is a boy, the other a girl, and the third one's... a surprise! Unbox all 3 for the with you, too, responding to touch with 70+ sound-and-motion reactions, including loving sounds (little kisses!), feeding sounds (sometimes a hiccup, too... or a burp). Oh, and Mama Josie knows how to relax and have fun – she can do a hopping dance and play music at the same time. Whatever she does, she's sure to captivate! Requires 4 "AA" batteries.. Available at most major toy retailers nationwide.



Play-Doh Kitchen Creations Candy Delight Playset

(HASBRO/Ages 3 years & up/Approx. Retail Price: \$29.99/Available: Fall 2020)

It's crazy candy galore with the PLAY-DOH CANDY DELIGHT playset! This PLAY-DOH CANDY factory is a treat for the imagination as kids create their own silly gummy bears, pretend candy bars, and play candy cups. Fill the top with PLAY-DOH compound, then turn the crank on the candy machine to see the crazy colorful PLAY-DOH candies pour out. Scoop the creations into the pretend candy buckets to show them off to friends. Five cans of non-toxic PLAY-DOH compound work like modeling clay to crank up the creativity. It's a great arts and crafts activity or gift for kids 3 years and up! Available at most major toy retailers nationwide.





SESAME STREET ROCK AND RHYME ELMO TALKING, SINGING 14-INCH PLUSH TOY

(HASBRO/Ages 18 months & up/Approx. Retail Price: \$39.99/Available: 8/1/20)
“Strum the guitar to rock with Elmo!” Kids will love strumming and singing along with SESAME STREET ROCK AND RHYME ELMO! What’s more, ROCK AND RHYME ELMO sings unique lyrics to songs kids know and love, like “Farmer in the Dell”: “When Elmo plays a song, it’s time to groove along! Yeah, yeah, it’s so much fun when Elmo plays a song!” For versatile bilingual play, Rock and Rhyme Elmo speaks and sings in Spanish too:

“¡Fue muy divertido tocar la música contigo!” This talking Elmo doll also responds to nose squeezes with silly honking noises. Playing with ROCK AND RHYME ELMO is such a blast! And kids will adore making music with their beloved, cuddly pal from Sesame Street. This soft plush Elmo doll also makes a great toy or gift for kids ages 18 months and up. Available at most major toy retailers nationwide.