



Press Release

13 September 2019

BLUEY TOYS READY FOR GOOD HOMES FROM EARLY NOVEMBER



BBC Studios, Moose Toys and Ludo Studio are delighted to announce that *Bluey* plush toys will be in Australian stores from early November with figurines to be available from December.

Available in all major retailers including Big W, Target and Kmart, the Bluey and Bingo small plush will retail at \$15.00 each, the large Bluey plush at \$35.00 and the figurine multipack at \$22.00.

Charlie Aspinwall, Executive Producer for Ludo Studio said: 'We can't wait to see Bluey and Bingo given their first real-life hugs and couldn't be happier to have our dog family ready for adoption into Australian homes. They all come ready house trained.'

Nicole Chungue, Licensing Manager at BBC Studios ANZ said: 'We are so excited that the first range of *Bluey* toys will be available soon and can't wait to see what fun games and imaginative play they inspire in children and their parents.'

Paul Solomon, Co-owner at Moose Toys said: 'We are super excited for kids to finally get their hands on *Bluey* toys. With such strong synergies between Moose and *Bluey*, being Australian, having strong sense of family and always having fun, we have no doubt the toys will be loved by kids big and small!'



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Further updates on the launch date and stockists will be posted on the Bluey [website](#) and [Facebook](#) pages.

Created by Joe Brumm, *Bluey* follows the adventures of a lovable and inexhaustible six-year-old Blue Heeler puppy who lives with her dad, mum and four-year-old little sister, Bingo. In every episode, Bluey uses her limitless Blue Heeler energy to play elaborate games that unfold in unpredictable and hilarious ways bringing her family and the whole neighbourhood into her world of fun.

A smash hit with families, *Bluey* is the most watched series ever on ABC iView with over 100 million plays* and is currently the #1 children's series of 2019 on metro broadcast television in Australia **

Bluey is produced by the Emmy® award-winning Ludo Studio for ABC KIDS and is co-commissioned by ABC Children's and BBC Studios. Both series received production support from the Australian Government through Screen Australia, and Queensland Government through Screen Queensland.

A second series for *Bluey* has been confirmed and is due to make its television debut on ABC KIDS and ABC KIDS iView in 2020.

In the US *Bluey* had its premiere on Disney Junior and Disney NOW on Monday September 9.

High res images can be downloaded here: [Dropbox](#)

For more information, please contact: E: phoebe.price@bbc.com P: 02 9744 4507

NOTES TO EDITORS

About BBC Studios in Australia & New Zealand

The BBC Studios business in Australia and New Zealand is primarily content sales and branded services, with a newly established production arm. It wholly owns seven channels: BBC First, BBC UKTV, BBC Knowledge and CBeebies on Foxtel and Fetch TV in Australia; BBC Living on Fetch TV; and BBC UKTV and BBC Earth on Sky TV in New Zealand. It distributes great British content from the BBC and other British producers to free-to-air, subscription channels and SVOD platforms and works with partners to bring BBC Studios DVDs, consumer products and live events to the local market. The new production arm in Sydney will produce BBC formats for the local market and create new IP.

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About Moose Toys

Moose Toys exists to make children Superhappy, it's at the heart of everything we do. The team has innovation in its DNA and is famous for the design, development, and manufacture of award-winning toys that continue to disrupt the market! Moose Toys leads in categories including collectibles, craft, dolls, games and youth electronics and is consistently recognized as the most creative company in the industry.

We are a family run business but that doesn't mean we are small-time, we shook up the toy industry in 2014 with the global phenomenon Shopkins and through these pint-sized characters, reinvigorated the way children play. Not satisfied to stop at toys, we have also stretched ourselves into creating content, entertainment and making worldwide licensing deals. Moose calls Australia home, but our 500-strong team is scattered globally, spreading the Superhappy.



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Last year Moose Toys announced an expansion of their European network with the acquisition of popular Scruff-a-Luvs brand and talented design led UK business, Worlds Apart. Worlds Apart, now operating as Moose UK Ltd, is a leading UK toy company and creator of children's lifestyle products.

About Ludo Studio

Ludo is a multi Emmy[®] and Logie award winning Australian studio that creates and produces original scripted drama, animation and digital stories that are authored by incredible local talent, distributed globally and loved by audiences everywhere.