



PRESS RELEASE

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uKloo and MAJic Gotta GUND Deal **New Plush Pods Line Launches**

Toronto, ON - (August 19, 2020) – New Plush Pods, fun spring-clip, two-in-one plush pals, are now available from GUND, it was announced today by uKloo Kids, Inc. and MAJic Creative Inc.

Plush Pods (MSRP \$15 each, for ages 3+) are adorable two-in-one plush toys. Just pinch the clip in the back of the 9.5” plush animal and it’ll open wide for a surprise inside. Plush Pods bring make believe to life with open and close mouth action that makes playtime clean up a breeze and ensures these besties never leave each other’s side. Surface-washable for easy cleaning too.

“The new Plush Pods are the first designs in a series of collectibles. We are thrilled to have GUND’s wonderful team bring them to life,” said Doreen Dotto, President of uKloo Kids Inc. “It’s a proud moment to have the Plush Pods available for everyone around the world who’s Gotta Getta GUND®.”

The deal with GUND / Spin Master, for the Plush Pods was facilitated by Melissa Cohen, Founder and Chief Creative Officer of MAJic Creative. MAJic’s team of product development consultants expanded, developed and licensed the original concept by uKloo to launch this growing brand.

Cohen said, “We are excited to partner with Gund/Spin Master to get the Plush Pods into the hands of many children. The surprise inside theme of each Plush Pod brings joy whether children play with one or mix and match each character.”

Three different Plush Pods start the new GUND series:

- ☆ **Shark Plush Pod with Fish**: A happy shark with plush skin that sparkles with ocean sunlight to reveal a smiling fish with shimmering holographic scales resting inside its open mouth, but don’t worry: these two are best friends, ready to team up and go for a swim.
- ☆ **Unicorn Plush Pod with Ice Cream Cone**: Pinch the back of this playfully pink and white unicorn and she opens wide to reveal for a tasty treat inside. Don’t worry about the friendly-faced ice cream cone, the unicorn is indulging in delivering fun with his sparkly friend.
- ☆ **Dragon Plush Pod with Knight**: A delightful dragon with plush skins sparkles with magic to reveal a smiling knight resting inside its open mouth. The knight wears armor and carries a sword and shield, but don’t worry: these two are best friends, ready to team up and go for a medieval ride in the sky.



About uKloo Kids Inc.:

uKloo Kids, Inc. is a children's toy and game developer based in Toronto, Canada. Founded in 2010 by Doreen Dotto, the firm's products have earned more than 20 different prestigious awards. For further information about uKloo, visit the company website at [uKloo](http://ukloo.com) and to interact with the company on [Facebook](#), [Twitter](#) and [Instagram](#). For uKloo product sales information contact, uKloo Kids, Inc., 416-407-2562, sayhello@ukloo.com.

About MAJic Creative Inc.:

MAJic Creative Inc., an inventor group and childrens' products development consultant, works with entrepreneurs, vendors and manufacturers globally to design and develop cohesive, marketable products. With hundreds of products to market, their track record turns ideas into viable, cutting edge brands that have market desirability and create new trends. For more information, visit <http://www.majiccreative.com/> and contact 215-465-1122, melissa@majiccreative.com. To interact with the company, go to [Facebook](#) and [Instagram](#).

About GUND:

For more than 100 years, GUND has been a premier plush company recognized worldwide for the quality and innovation of its products. The oldest soft toys in America, GUND was one of the first ever companies to produce a teddy bear in the early 1900s. GUND quality ensures that our products will last as long as the memories they inspire. For more information on GUND, visit www.gund.com and interact with the company on [Facebook](#), [Twitter](#) and [Instagram](#).