



## **TOMY International Launches Limited-Edition Club Mocchi- Mocchi- Giant Plush Featuring Kirby**

New Tomy+ website features the special offering starting April 27, 2024.

**April 25 2024, OAK BROOK, IL-** TOMY International is offering a limited-edition Club Mocchi- Mocchi- Giant Kirby plush, available to pre-order on their newly launched website, TOMY+.

Featured in the popular Suya Suya, peacefully sleeping style, the Giant Kirby plush will include the signature, unique Club Mocchi- Mocchi- squishy texture that is super soft to the touch, as well as highly detailed embroidered elements. The Giant Kirby plush will measure 28 inches wide, 35 inches long, 14 inches tall and will weigh approximately 5 pounds. This will be a limited-edition run with only 1,500 pieces available.

“We are happy to bring this Giant Kirby plushie to the U.S. fans” said Tiffany Good, Senior Brand Manager at TOMY International. “Impressive in scale, Giant Kirby includes all the great elements that the Club Mocchi- Mocchi- brand is known for, now oversized!”

The Giant Kirby plush will be available to pre-order starting April 27, 2024, on TOMY+ for \$150.00 and will ship to customers in August 2024.

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### **About TOMY:**

TOMY International ([www.tomy.com](http://www.tomy.com)) is a leading global designer, producer, and marketer of a broad range of innovative, high-quality toys sold to preschoolers, youths and adults under the TOMY® and Ertl® brands as well as products for parents, infants and toddlers marketed under Lamaze®, The First Years®, JJ Cole® Collections and Boon® brands. TOMY International's mission is to make the world smile. TOMY International reaches its target consumers through multiple channels of distribution supporting more than 25,000 retail outlets throughout North and South America, Europe and Australia. TOMY International is a wholly owned subsidiary of Japan-based TOMY Company, Ltd. (Tokyo Stock Exchange Code No. 7867). © TOMY.