

## News from the Toy Fair: tonies® announces partnership with Disney

Famous characters from classic Disney tales will be hopping onto the Toniebox in 2019.

tonies® has confirmed an exciting collaboration with Disney for 2019, growing its already enchanting collection of characters and stories. Launching in the second half of 2019, some of the most popular heroes from the Disney universe will make their debut on the Toniebox.

Patric Faßbender, inventor of the Toniebox, comments: *"We are very happy to be collaborating with this world-renowned brand - many of our Tonie-fans have been requesting that their favourite Disney classics are available as Tonies. This partnership with one of the most important international licensors shows us that we are on the right track".*

Christian Rahmig, Vice President & General Manager for Consumer Products & Integrated Retail at Disney adds: *"Innovation in storytelling has a very important role to play at Disney, which makes this a perfect fit for us!"*

Disney's timeless, magical tales such as "The Little Mermaid", "The Lion King" or "The Jungle Book" have been inspiring children's imaginations for decades.

Faßbender continues: *"Having the opportunity to bring some of these heroes to life as three-dimensional Tonies is particularly exciting."*

In addition to Disney, a number of other exciting licenses and characters will be added to the range this year. The portfolio, which already combines a wide range of stories, music and knowledge, is constantly being extended - with the number of Tonies characters available in the UK and Ireland set to grow from 20 to 34 by the end of this year alone.

### ENDS

For further information, images and samples, please contact our press office on 0203 950 7544 or [toniespr@tinmancommunications.com](mailto:toniespr@tinmancommunications.com)

### Notes to Editors:

tonies® was launched in Düsseldorf Germany in 2016 by two fathers Patric Faßbender and Marcus Stahl, who wanted to create a playful audio system aimed at changing the way children listen to stories and music. Since their launch, they have developed over 160 different Tonies and sold more than 900,000 Tonieboxes and 7 million Tonies across Germany, Austria and Switzerland. On Black Friday in Germany last year they were the third most searched for brand behind Apple and Samsung.

The full list of Tonies and Tonieboxes available in the UK and Ireland:

### **Starter Sets**

- Starter Set – Toniebox and Creative-Tonie in Red
- Starter Set – Toniebox and Creative-Tonie in Light Blue
- Starter Set – Toniebox and Creative-Tonie in Purple
- Starter Set – Toniebox and Creative-Tonie in Pink
- Starter Set – Toniebox and Creative-Tonie in Green
- Starter Set – Toniebox and Creative-Tonie in Grey

### **Tonies**

- The Gnats - Here come the Gnats!
- The Ballaloes - Duel by Flood Light
- The Fox Pack - Mystery in the Garden / Tracks of a Giant
- Animal Songs
- Room on the Broom
- Highway Rat
- Zog
- The Snowman / The Snowman and The Snowdog
- The Gruffalo
- The Gruffalo's Child
- Stick Man
- HOW AND WHY - The Age of Dinosaurs / Prehistoric Animals
- HOW AND WHY - Fabulous Horses / The Mongol Steppe Riders
- HOW AND WHY - Space Travel / The Moon
- Favourite Children's Songs - Travelling Songs
- Favourite Children's Songs - Birthday Songs
- Favourite Children's Songs - Bedtime Songs and Lullabies
- Favourite Children's Songs - Playtime and Action Songs
- Favourite Children's Songs - Christmas Songs and Carols
- Favourite Classics - Pinocchio and other classic stories
- Favourite Classics - Peter Pan and other classic stories
- Favourite Tales - Little Red Riding Hood and other fairy tales
- Favourite Tales - Rapunzel and other fairy tales
- The Little Prince
- The Three ??? - Soccer Mania
- The Three ??? - The Realm of Riddles
- The Three ??? - Night Among Wolves
- TKKG Junior - Beware of the Beast

### **Creative-Tonies**

- Creative-Tonie - Builder
- Creative-Tonie - Blank
- Creative-Tonie - Sweetheart

- Creative-Tonie - Princess
- Creative-Tonie - Pirate
- Creative-Tonie - Mermaid
- Creative-Tonie - Spooky
- Creative-Tonie – Footballer
- Creative-Tonie – Grandma
- Creative-Tonie – Granddad
- Creative-Tonie – Unicorn
- Creative-Tonie – Fireman
- Creative-Tonie – Father Christmas
- Creative-Tonie - Superhero Girl
- Creative-Tonie - Superhero Boy