

## Children's audio brand tonies® expands range with three new audio characters



tonies® is adding three new characters to its extensive range of stories and songs; The Ballalloes, The Gnats and The Foxpack.

It is the first time that any of the stories, originally created by Sony, will be available in the UK with English audio - highlighting tonies® as true innovators in the children's audio sector.

The three new additions include:

- **The Ballalloes**

- *Story title: Duel by Flood Light (approx. 70 minutes, suitable for children aged 6+)*

Set under the floodlights of a new football stadium, the story revolves around the surprises and secrets of the football players and groundstaff.

- **The Gnats**

- *Story title: Here Come the Gnats (approx. 69 minutes, suitable for children aged 6+)*

The story follows the highs and lows of the pop sensation 'The Gnats', a music group made up of five best friends, as they go on tour and conquer the pop world.

- **The Foxpack**

- *Story title: Mystery in the Garden / Tracks of a Giant (approx. 60 minutes)*

Best friends Nick, Nellie and Tom and their trusty companion Pheobe the Fox, investigate strange happenings in their neighbourhood; including one particularly puzzling case of red goo appearing on their favourite playhouse.

The new Tonies will be available from 5<sup>th</sup> June 2019 from, selected toy retailers, bookshops and via the tonies® website [www.tonies.com](http://www.tonies.com), RRP £14.99.

There are two types of Tonies available:

- **Pre-recorded Tonies** include both classic and contemporary tales popular bedtime songs. 'How and Why' Tonies also allow children to bring the magic of learning to life, with educational audio content exploring the world of horses, dinosaurs and more.
- **Creative-Tonies** play recorded or pre-downloaded content which can be upload via the Toniecloud or the free Tonie-App. Perfect for when kids want to listen to something a little bit more personal.

The Tonies and Tonieboxes operate through a wireless digital system which connects to an NFC chip within each Tonie using Wi-Fi.

Tonieboxes RRP £69.95, Tonies RRP £14.99, Creative-Tonies RRP £11.99

**Key product details:**

- ✓ Suitable for children 3+
- ✓ Sewn from sustainable, quality fabric
- ✓ Portable (seven-hour battery life)

- ✓ Can be used with headphones
- ✓ Available in multiple colours
- ✓ Re-chargeable
- ✓ Robust

### 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