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Moose Toys Sets the Stage to Create More Licensing ‘Magic’ with Top Brands – Record-breaking Magic Mixies and Popular The Legend of Akedo Collectibles

Brands’ themes of magic and action-packed play and collectability present endless opportunities to create expansive product lines to appeal to fans and collectors

LOS ANGELES (May 11, 2022) – [Moose Toys](#), a leading innovator in the toy industry, has found ‘magic’ in the licensing of its popular brands, and it is poised to do so again with Magic Mixies Mixlings, a new collectible line based on global sales phenom [Magic Mixies Magic Cauldron](#) and The Legend of [Akedo](#), an action-packed line of collectibles that represents the toymaker’s biggest boys’ brand launch to date. WildBrain CPLG, licensing agency for the two brands, will be hosting the toymaker at its booth (#E154) during the Licensing Show in Las Vegas, May 24-26, 2022, for vendors interested in partnering with the brands. WildBrain CPLG represents Magic Mixies Mixlings in the U.S. and Canada from its dedicated North America office; the company has the global licensing rights for The Legend of Akedo.

“We are looking to WildBrain CPLG to work its magic with both of these brands to create imaginative, clever products that incorporate the inherent brand personalities of Magic Mixies Mixlings and The Legend of Akedo,” said Menal McGrath, vice president, global licensing, Moose Toys. “We’re thinking outside the ‘cauldron’ for ways to incorporate the surprise and delight of Magic Mixies. For The Legend of Akedo, with its impressive array of collectible action figures and action-packed content that brings them to life, licensed products are the logical next step and something fans of the brand will be looking for Moose to bring to the experience.”

Magic Mixies Mixlings, a mesmerizing line of more than 40 collectible figures, each with their own interactive wand and magic feature, will be supported by original content on [Moose TubeSquad](#) YouTube channel. The 11-minute Mixlings mini movie debuts on May 13; two teasers were previously released. Additional episodes can be expected in June and throughout summer.

Working together, Moose and WildBrain CPLG will develop a range of products for Magic Mixies Mixlings that infuses innovation and real magic to continue the momentum and excitement of the Magic Mixies product, which was so successful it was the No. 1 item in Special Feature Plush in December and the Fall season and continued to be through March ‘22¹, as per NPD. Mixies also was recognized as The Toy Foundation’s Creative Toy of the Year in 2021. The Legend of Akedo with its epic warrior figures provides an expansive gallery of unique characters from which to draw ‘wild’ inspiration, including ninjas with swords, a teddy bear with a chainsaw and a big baby ruling with his gavel as well as robots, gladiators, Vikings, dinosaurs and clowns. For both brands, the initial focus for the consumer products roll out will be on apparel, sleepwear, publishing, accessories and homeware categories.

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¹ Source: The NPD Group / Retail Tracking Service / US / Special Feature Plush / December 2021, Aug.-Dec. 2021, Jan.-Mar. 2022 / USD

“Moose Toys delivers incredibly imaginative toys, and we have the pleasure – and fun – to develop products that are complementary in style, form and function to the distinctive characteristics that make these two brands immensely popular,” said Jasen Wright, VP North America, WildBrain CPLG. “They are a wonderful collaborative partner, and we are delighted to work with them to deliver very special products for Magic Mixies Mixlings and The Legend of Akedo.”

Licensed merchandise for Magic Mixies Mixlings will weave in key spellbinding features of the brand that will bring magic to the clothes kids wear and the everyday accessories they use.

“While we still are in the development stage, I can say for Magic Mixies Mixlings there are plans for hidden reveals, secret compartments, color change and many more magical touches,” offered McGrath.

Since launching in Fall 2021, Magic Mixies has become a global sales phenom. In the U.S., Magic Mixies is the #2 brand in Total Plush YTD², as per NPD. The toy is continuing to grow in popularity with demand for Magic Mixies Magic Cauldron at retail staying high and it has new-found celebrity on social media. The recently introduced line of Mixlings collectibles and a newly released content about the magical creatures coupled with several upcoming new product releases have the brand poised to catapult to even greater success.

About Moose Toys

Moose Toys exists to make kids superhappy. For this revolutionary brand happiness lies at the heart of everything we do. With trailblazing toy design, development and manufacturing, no wonder our toys consistently scoop the most longed-for awards. Sprinkling some Moose magic across categories including action figures, collectibles, craft, dolls, games, plush, preschool, vehicles and youth electronics, we've earned our stripes as one of the most creative companies in the industry. As an energetic bunch, we are always on the move, developing groundbreaking content, entertainment and worldwide licensing deals to boot.

This family-run business is proudly built on unshakeable ethical foundations. Our passion for making kids superhappy stretches far beyond our WOW-worthy toys. The Moose Happy Kids Foundation creates moments of happiness and laughter for the children around the world who need it most. We've had a BIG impact on little people, making 3.5 million kids smile so far... and counting.

Australia might be our Moose family home, but with a 600-strong team dotted across the world, we are committed to sharing our signature superhappy revolution far and wide!

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² Source: The NPD Group / Retail Tracking Service / US / Total Plush / Jan.-Mar. 2022 / USD

About WildBrain CPLG

WildBrain CPLG is a world-leading entertainment, sport and brand licensing agency, with offices in the UK, Europe, India, the Middle East, the US and Asia. With 50 years of experience in the licensing industry, WildBrain CPLG provides its clients with dedicated licensing and marketing professionals and fully integrated product development, legal and accounting services. WildBrain CPLG believes that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach. The agency's ASPIRE division is a leader in Corporate & Lifestyle brand representation and management. WildBrain CPLG is part of WildBrain Ltd., a global leader in kids' and family entertainment. Please contact us or visit the WildBrain CPLG website for more information: www.cplg.com.

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