

FAR OUT TOYS®

Far Out Toys Celebrates 'Powerful Girls at Play'

New Products Featured at Sweet Suite Engage and Inspire Girls of all Ages

El Segundo, CA – Sweet Suite provides the perfect backdrop to focus on Far Out Toys' global launch into the girls toy category and support of women in NASCAR. With exclusive reveals of a new collectible doll line and the new Playful Pandas interactive pets, along with a special appearance of NASCAR driver Natalie Decker, Far Out Toys is focused on "Powerful Girls at Play" at this premiere event.

Far Out Toys will debut, for the first time, their new line of collectible dolls based on the popular YouTube channel, Kids Diana Show. Working with pocket.watch, the company will reveal a new line of collectible toys for girls under the **Love, Diana** brand. Kids Diana Show is one of the world's top YouTube channels and with over 100 million subscribers and 23 billion views it is ranked the 12th largest YouTube channel overall and the 3rd largest for kids.



The Love, Diana collectibles will include a line of 2.5" mini-figurines and accessories called Princess of Play and 3 ½" dolls, accessories, playsets and pets under the Fashion Fabulous umbrella. The new collectibles will be available in January 2021 at retailers nationwide.



Debuted earlier this year, **Playful Pandas** represent the first major launch in the girls toy category for Far Out Toys and will be available in October at Target. Playful Pandas are musical, magical, Pandorable friends with limitless responses. Boys and girls can sing any song to their Panda and she'll sing back in her own Panda language! Playful Pandas come in four styles including Sweetie, Slumber, Foodie and

Fashionista each with her own personality and signature song. And, when kids collect two or more Pandas they will sing in harmony. For even more fun, each Panda responds to a child's touch – tickle her belly, kiss her nose or pat her head and the Panda will laugh, move and respond!

NASCAR driver Natalie Decker will host a special giveaway in the Far Out Toys booth at Sweet Suite. Far Out Toys has expanded its relationship with Decker in 2020 and together they are committed to inspiring girls to recognize that they can do anything! One of the great new NASCAR products that will appeal to boys and girls that will be highlighted at Sweet Suite is the **NASCAR Crash Circuit Road Course with Winner's Circle**. This cool, new race set will bring the excitement of NASCAR home with its one of a kind "Roval" track and cars that break apart upon impact. Players will race around steep turns at insane speeds and pass their competition or risk getting wrecked. The Road Course Track set with Winner's Circle comes with two motorized race cars, two flash chargers, pit crew figurines, and a Winner's Circle that really spins! The set will be available in August on Amazon.



About Far Out Toys

Far Out Toys Inc. is a rapidly growing force in the global toy marketplace, with a mission to innovate to the outer reaches. Far Out Toys leverages its expertise and extensive relationships with inventors, global distributors, IP holders and mass retailers to launch brands across categories - including vehicles, games, licensed collectibles, electronic toys and more. For more information, visit www.farouttoysinc.com.

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Learn More:

[Playful Pandas Interactive Pets](#)
[Love, Diana Collectibles](#)
[NASCAR Crash Circuit track sets](#)

Introducing: Playful Pandas

What: Playful Pandas are musical, magical, Pandorable friends with limitless interactive responses. Kids can sing any song to their Panda and she'll sing back in her own Panda language! Playful Pandas come in four styles including Sweetie, Slumber, Foodie and Fashionista each with her own personality and signature song. And, when kids collect two or more Pandas they will sing in harmony. For even more fun, each Panda responds to a child's touch – tickle her belly, kiss her nose or pat her head and the Panda will laugh, move and respond! Playful Pandas come in four different styles for kids ages 4+.



Where: Playful Pandas will be available in October at Target for approximately \$14.99.

Introducing: Love, Diana Collectibles

What: Far Out Toys will debut, for the first time, their new line of collectible dolls based on the popular YouTube channel, Kids Diana Show at Sweet Suite! Working with Pocket.Watch, the company will reveal a never-before-seen line of collectible toys for girls under the *Love, Diana* brand. Kids Diana Show is one of the world's top YouTube channels and with over 100 million subscribers and 23 billion views it is ranked the 12th largest YouTube channel overall and the 3rd largest for kids.



The Love, Diana collectibles will lead with a line of 3 ½" dolls, accessories, playsets and pets under the Fashion Fabulous umbrella, and also offer a 2

1/2" mini-figurine assortment called Princess of Play. The new collectibles will be available at nationwide retailers including Walmart and Target in January 2021.

Introducing: NASCAR Crash Circuit Track Sets

What: Last year, Far Out Toys launched the highly successful line of NASCAR Crash Racers including partnerships with NASCAR race tracks, with top YouTube influencers and supporting in-store programs at Walmart. In 2020, the high-speed vehicle and track set line will expand with new NASCAR branded sets, all compatible with the line's "blue groove" track system. In addition, Far Out Toys has expanded their relationship with NASCAR driver Natalie Decker including an appearance at Sweet Suite to host an amazing giveaway!



Launching in August 2020:

The **NASCAR Crash Circuit Road Course with Winner's Circle** will bring the excitement of NASCAR home with this one of a kind "Roval" track. With cars that break apart upon impact, players must race around steep turns at insane speeds and pass their competition or risk getting wrecked. The set even comes with a Winner's Circle that really spins! The Road Course with Winner's Circle comes with two motorized race cars, two flash chargers, pit crew figurines and more. It is recommended for ages 5+.

NASCAR Crash Circuit Road Course with Winner's Circle will be available in August on Amazon, bundled with an additional 2-car collector pack for \$49.99.

NASCAR Crash Circuit Road Course with Winner's Circle



And, the **NASCAR Crash Circuit Short Track Speedway** lets kids test the limits on speed by ripping around triple-wide turns for unpredictable racing and passing action. The Short Track set comes with two motorized race cars, two flash chargers, pit crew figures and more. It is recommended for ages 5+.

NASCAR Crash Circuit Short Track Speedway will be available this Fall at Amazon and Best Buy for approximately \$24.99.

NASCAR Crash Circuit Short Track Speedway

