

## New Pusheen® Mystery Boxes from GUND®

As the only official licensee of Pusheen soft toys, GUND uses its vast experience in creating high-quality soft toys to bring Pusheen fans an exciting new collecting experience — Mystery Boxes.

Two collections are being launched in the UK for June 2016. Series 1 features the beloved grey tabby cat in eight different poses with her favourite snacks; including pizza slice, doughnut or cookie; whilst Series 2 is all about Christmas and welcomes the first introduction of Pusheen's little sister, Stormy.

Each mystery box contains a sealed foil pack containing either a mystery keyring in Series 1 or a versatile ornament in Series 2, which can be used as a gift topper, tree decoration or can be attached to bags and backpacks. Some styles will be harder to collect than others.

With millions of fans on social media — over 9.2 million Facebook likes, Twitter: 108K and Instagram 160K — that's a whole lot of fans who are going to love collecting these adorable new characters.



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