

# fact sheet

IT'S A PILLOW. IT'S A PET. IT'S A PILLOW PET!



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**What:** Pillow Pets has partnered with most major studios and brands including Disney, Nickelodeon, NBCUniversal, Sesame Street, Scholastic, and many others. The Licensed Pillow Pet line includes many much-loved characters representing not only major movie events such as Poppy from the hit film Trolls World Tour, but also characters from highly rated and popular Netflix series such as Baby Yoda from The Mandalorian. From Disney favorites Winnie the Pooh & Stitch, to Nickelodeon's Appa from Avatar the Last Airbender and Blue & Magenta from Blues Clues, and NBCUniversal's Jurassic World Blue Velociraptor & Toothless from the Secret Life of Dragons series... well-known and loved characters become fast friends as Pillow Pets. So many characters to choose from – a special Pillow Pet for everyone! Appropriate for ages 0 and up.

**Where:** Licensed Pillow Pets retail for approximately \$29.99 and are available at major retail locations as well as on many ecommerce sites online, including on the Pillow Pets website [www.pillowpets.com](http://www.pillowpets.com).

**Who:** Since 2003, Pillow Pets plush folding stuffed animals have been bringing joy, comfort and smiles to all ages. Made of high quality, super soft plush fabrics, Pillow Pets are both fun and functional and make the most precious snuggle pal for you or your loved one. The concept for the snuggly companions was the brainchild of a San Diego-based mother of two, who had grown tired of picking up stuffed animals strewn across her children's rooms. An ideal naptime companion – not to mention a comforting partner on road trips or airplane rides – Pillow Pets plush folding stuffed animals are anything but just another stuffed animal. These unique creations start out as a plush pet during the day, and then unfasten to become a pillow for reading, watching television, or studying at night. Super soft, parent approved, fun and functional, high quality plush designs that last through childhood and beyond.



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