



Press Contact:  
Michelle Labovitz, Director of Public Relations  
[mlabovitz@mudpie.com](mailto:mlabovitz@mudpie.com)  
678-937-9696 ext. 199

**FOR IMMEDIATE RELEASE**

## **Mud Pie Launches Expansive New Collection of Adorable Plush Toys and Gifts**

*The collection delights and surprises while maintaining the highest quality and affordability*

ATLANTA – Oct. 1, 2024 – Mud Pie, leading gift brand, is thrilled to announce the debut of a vast new assortment of plush toys and gifts for the Spring/Summer 2025 season. The collection, which is available for purchase today, features more than 60 charming new characters, each with their own name and personality. The collection includes a delightful range of animals, whimsical creatures, and playful designs that cater to every child's interests.

As part of Mud Pie's commitment to quality and creativity, each plush toy is crafted with the softest, highest-quality materials, ensuring each piece is perfect for cuddling and playtime. Starting with custom Mud Pie fur, the new woobies, sitters, drag-alongs and rattles feature not only a luxurious hand-feel, but also charming embellishments. Created with love, each animal comes with a gold foil name tag and their own unique personality. Plush pals feature either huggable velvet plush or sweater knit yarn, along with gorgeous outfits complete with shimmer lurex.

Marcia Miller, Mud Pie's chief executive officer, notes, "Creating this plush offering has been my passion project for the last year, and I am very proud to say that the collection reflects that. Each piece has been designed with meticulous attention to detail, and features whimsical outfits and special touches that encourage imaginative play. Our team believes that in addition to providing comfort and companionship, the plush toys will become an extension of a child's life, and will be something they will cherish for years to come."

Several of the plush assortments arrive in cotton rope baskets for seamless merchandising. While the collection was designed to be sold in full, many of the new plush pieces are available to purchase both individually and as part of an assortment, providing the retailer with the flexibility to customize their selection for their shoppers.

Each plush toy in the new collection is thoughtfully priced between \$7 and \$14, ensuring that the end consumer can enjoy the premium craftsmanship of Mud Pie's product without breaking

the bank. Miller emphasizes, “We believe that every child should have a soft and huggable companion, and we’ve worked diligently to perfect our high-quality plush assortment while maintaining value for our retailers.”

Mud Pie’s plush collection is now available on [wholesale.mudpie.com](http://wholesale.mudpie.com) or directly with a OneCoast territory manager.

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### **About Mud Pie**

Mud Pie is a home décor and lifestyle brand founded in 1988 with 10 home items, and has since expanded to design, manufacture and distribute thousands of new products each season across three divisions: Home, Kids and Women. Mud Pie is a female-founded and operated company headquartered in Atlanta, GA, selling to more than 12,000 specialty retailers nationwide and directly to consumers at [www.mudpie.com](http://www.mudpie.com).