



FOR IMMEDIATE RELEASE

**Super Impulse introduces Breakfast Monsters! Plush collectibles with a big appetite.**

**BRISTOL, PA** - Super Impulse USA, LLC creator of the renowned World's Smallest range of toys and collectibles, is introducing a new, unique mini plush collectible line called Breakfast Monsters™! The adorable food-themed plush toys with a spooky twist will be available on store shelves July 2018.

Created by acclaimed artist and toy designer Heidi Kenney, Breakfast Monsters! feature Heidi's unique style in oddly adorable spooky-but-lovable breakfast foods (yes, SPOOKY BREAKFAST FOODS!). They have a weirdly attractive appeal! Each Breakfast Monsters! is packaged in its own cereal box, so every single one has a surprise inside! Super soft and very collectible - sure to make even Monday morning fun to wake up to.

"We can't wait for Breakfast Monsters! to hit store shelves. Heidi's products are so original, and her style is so distinctive - her fans can't wait for her newest collection. Super Impulse is so pleased to be bringing this quirky collectible to life. Of all the collectibles, blind boxes, and gross items on the market, Breakfast Monsters! stand out as adorable mini plush with an edge." "Tweens, teens and adults will gobble them up!" beams Alan Dorfman, president of Super Impulse.

Heidi Kenney has made her mark in the industry as an artist specializing in creative plush design and 3D soft sculptures. Her ultra-popular assortment of YUMMY™ has been a hit with kids and is a celebrity favorite, with plush, keychains, home decor and more. Breakfast Monsters! is Heidi's latest weird and fun food collection.

"I'm thrilled to launch my next brand of collectibles with Super Impulse, and I know my fans will be eager to collect all of the Breakfast Monsters! to build their own scary breakfast", states Heidi Kenney, creator, Breakfast Monsters!

There are 9 adorable characters featured in the initial collection of Breakfast Monsters! —Orange Ogre, Vampire Egg, Spider Sausage, Franken Toast, Banshee Bagel, Muffin Mummy, and Zombie Donut – with Spoiled Milk and Gory Grapefruit as the chase plush characters. Breakfast Monsters! will be available July 2018 and will start at \$4.99

###

**About Super Impulse**

**Super Impulse** produces innovative toys and accessories designed to entertain and amuse the kid in all of us. We offer licensed and non-licensed products that range from retro to trendsetting. Whether it's

toys that adults remember from their childhoods or playthings that kids will recall fondly as adults, **Super Impulse** has “a little something” for everyone!

**For more information, please contact:**

**Media contact:** ChizComm Ltd. | [www.chizcomm.com](http://www.chizcomm.com) on behalf of **Super Impulse**

Aaron Wade | 416.551.0822 x 400 | [awade@chizcomm.com](mailto:awade@chizcomm.com)