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## FOLLOW YOUR NOSE TO BOOTH 155 TO DISCOVER WHAT'S NEW AT ASTRA MARKETPLACE

*From Birthday Cake Jake to Marty McPie, Whiffer Sniffers Does It Again With Series 5 Must-Have Backpack Clips Just In Time For Back-To-School*

Kennesaw, GA (May 23, 2017) – When kids flock back to school later this year there will be a few new personalities at the bus stop and in the hallways. And thankfully, they will smell terrific. Think root beer and birthday cake! Those adorable **Whiffer Sniffers (\$6.99)** collected by kids coast-to-coast are expanding, again, with Series 5. Find them (and sniff them) first at Booth 155 at ASTRA Marketplace & Academy in Philadelphia in late June.

“ASTRA's Marketplace is the place to discover the newest, coolest toys that will set your business apart,” reads ASTRA’s website. Indeed small town retailers report sales and excitement when those 4 1/2” collectibles hit the shelves.

J & M Pharmacy in Oneonta, AL boasted on Facebook about *Jay Bean 2017 limited edition Easter Whiffer Sniffer* going fast! Over in Corinth, MI, the Gooseberry Frozen Yogurt shop opened their doors to a promotional appearance by a life-size *May B Minty* to the delight of hundreds of kids!

“It's no surprise some of the hottest toys are collectibles,” according to a recent newspaper article in *Newsday*. “Most of these toys are packaged in blind bags or boxes, giving kids an exciting surprise every time. There's no denying kids can't wait to get their hands on them — and parents are often sent on a hunt to purchase these coveted, collectible toys.”

"Collectibles are small, but they offer kids big play value," said Toy Insider mom Laurie Schacht of *The Toy Insider*. “These tiny toys can be purchased with allowance money and traded with friends on the playground, sparking new social interactions.”

So what do kids typically do with a Whiffer Sniffer (or two or three)? According to their website, [www.whiffersniffers.com](http://www.whiffersniffers.com), those hand-size plush “are perfect to clip onto your backpack, book bag, lunch box, purse, sports bag, hang in your locker or leave in the car.” No matter the spot, the whiff will be welcomed by anyone passing by!



Whiffer Sniffers debuts **Series 5, Part I in July** with 5 new scentsational characters. Find them in stores at the end of July 2017. With their expressive eyes and impish grins it's no wonder kids will be adding Whiffer Sniffers to their back-to-school shopping list!



**Birthday Cake Jake** • birthday cake scented



**Strawberry Twirl** (ballerina) • strawberry scented



**Rudy B. Floats** • root beer scented



**Mr. Fudgetop** • fudge ice cream scented



**Hal O. Ween** (holiday Halloween donut) • donut scented



**GOLD BAG – Mr. Gooeytop** • caramel ice cream scented

Just in time for a good Progress Report reward, look for **Series 5, Part 2**, in stores by **late September**.



**Cheri Cherry** • cherry scented



**Perry** • pear scented



**Marty McPie** • pumpkin pie scented



**Ben Toasted** • grape pastry scented



**Ed Nog** • egg nog scented



**GOLD BAG – Berry Toasted** • strawberry pastry scented

Retailers planning ahead for Valentines 2018 will be delighted to discover two upcoming characters for late December 2017 arrival:

- Shirley Sweet** • chocolate cupcake scented
- Larry Lovett** • Boston cream donut scented

Although there is no scratch and sniff online, click on [www.WhifferSniffers.com](http://www.WhifferSniffers.com) and use your imagination for a full list of scented personalities, products and prices.



### ABOUT WHIFFER SNIFFERS

The Original Whiffer Sniffers is a collectible line of scented plush characters that are available as either backpack clips, larger huggable plush versions, and scratch n’ sniff stickers. Dozens of unique, fun characters have been launched since 2015. Series 5 launches in summer 2017. For more information or to find a retailer, visit [www.whiffersniffers.com](http://www.whiffersniffers.com).

### ABOUT BEARINGTON COLLECTION

Bearington Collection has been manufacturing award-winning collectible plush bears and animals since 1997. Bearington’s baby division, Bearington Baby is one of the top three baby plush & accessories lines in the United States. Bearington’s newest division, The Original Whiffer Sniffers is the company’s first entry into the toy segment. For more information, see their adorable product line at [www.bearingtoncollection.com](http://www.bearingtoncollection.com)