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## **KIDSTUFF PUBLIC RELATIONS CHOSEN TO REPRESENT HESS TOY TRUCK IN 2021**

Madison, WI (December 16, 2020) -- KidStuff Public Relations, a boutique PR firm focused exclusively on helping toy and game manufacturers and retailers grow, has been named public relations agency of record for Hess Toy Truck, one of the best-selling and longest running toy brands in America.

For over 30 years families have heard the jingle, “The Hess Truck’s back and it’s better than ever!” signaling a new season of excitement around the arrival of a new great toy, and for nearly 60 years they’ve gotten to experience these incredible toys! With an unmatched reputation for outstanding quality at affordable pricing, each year’s release of a new Hess Toy Truck has become among the most beloved holiday gift giving traditions.

A new Hess Mini Collection is also released annually each summer as small-scale replicas of previously released Holiday toys. Now, even the youngest fans can get in on the Hess Toy Truck tradition, with the soft and cuddly My Plush Toy Truck series, first introduced in 2020.

KidStuff Public Relations will continue the tradition of unveiling each Hess Toy Truck released in 2021. Look for the next My Plush Hess Truck coming in early 2021!

Hess Toy Trucks are sold exclusively through its website at [HessToyTruck.com](http://HessToyTruck.com). Since 1964, families have lovingly collected Hess Rescue, Tanker, Aircraft, Construction and even Bank vehicles, with built-in sound effects and flashing lights at the flick of a switch. The Hess Truck tradition has grown to become among the largest selling toys on the internet.

“We look forward to promoting one of the most anticipated and recognized toy brands across the country,” announced Lisa Orman, founder of KidStuff Public Relations.

Orman has been awarded many recognitions in her field and in the industry, notably one of the only people to receive two *Women In Toys* awards; for best Consultant, and for Online Social Networker. Orman is the only PR professional to serve as a Board Member of the *American Specialty Toy Retailing Association* (ASTRA) -- the international not-for-profit trade organization that serves more than 1,800 independent retailers, manufacturers and sales representatives of the specialty toy industry. KidStuff PR is also a member of The Toy Association and The International Trade Council.

### **About KidStuff Public Relations**

Founded in 1994, KidStuff PR is a public relations agency headquartered near Madison, WI. The firm represents toy manufacturers, services and retailers for children and families. As technology entered the toy world, KidStuff created its TechStuff PR division to serve toymakers and tech start-ups with a laser focused approach. In 2016 TechStuff was named a finalist for Best PR Campaign in the annual *Business Intelligence Group’s PR & Marketing Excellence Awards*. For more information or to contact KidStuff Public Relations, visit their website at [www.kidstuffpr.com](http://www.kidstuffpr.com) or call 608-767-1102.