

CONTACT: KidStuff Public Relations
Lisa Orman • 608-767-1102
Lisa@KidStuffPR.com



NORTH POLE APPLAUDS TOYMAKER’S MISSION TO FIX SUPPLY CHAIN JAM IN THE NICK OF “TYME”

*Beloved Ty Beanie Babies Continually Airlifted to O’Hare From
Overseas for Affordable (\$5 -\$10) And Cuddly Christmas
or Hanukkah Gift Giving*

Oak Brook, IL (November 16, 2021) Ty Warner, owner of the largest manufacturer of soft toys in the world, has financed more than 150 air shipment flights since October, and the shipments continue. With typical cargo flight costing anywhere from \$1.5 to \$2 million dollars, business pages are full of articles about the exorbitant cost of shipping sparking price increases. That is not the case with Ty as they are proceeding without any price increases (<https://shop.ty.com/>).

Consumers, retailers and even a jolly North Pole resident are discovering how one toymaker is taking extraordinary measures and airlifting to the U.S. for quick distribution. Boys and girls awaiting snuggly Beanie Babies or Beanie Boos will not be disappointed thanks to Ty.

“While retail giants like Amazon, Target and Walmart might get preferential treatment from some vendors,” Warner explained, “they don’t from us because we do not sell to them.” Beanie Babies and its vast line of soft toys are found strictly in neighborhood specialty stores, drug stores, grocery stores, and convenience stores.

Ty announced in national and local Newspapers, including the Chicago Tribune, LA Times, New York Post, USA Today, and Wall Street Journal and on Social Media platforms including Instagram, Twitter, Pinterest, Facebook, Snapchat and TikTok, “We are AIR SHIPPING all products for the holidays. In stock everywhere with ZERO price increase! Local stores will have all your favorite Ty products, including new Christmas items. Also shop online at ty.com with FREE shipping.”



The Beanie flights are originating in airports in Shenzhen, Guangzhou, Shanghai, Hong Kong – as well as other locations in China – and land at O’Hare International Airport. Once there, the Beanies are unloaded and carted to Ty Inc.’s suburban Chicago headquarters for further shipping within days of arrival.

Ty’s 2021 Christmas line -- including **Howlidays** dog with hat (\$5.99) and **Brie** Christmas mouse (\$4.99) -- can be found at <https://shop.ty.com/catalog/christmas>

ABOUT TY WARNER

Ty Warner is an American toy manufacturer and owner of luxury hotels worldwide. He is Chairman, CEO, and founder of Ty Inc, the largest manufacturer of soft toys in the world. A philanthropist, Warner has donated more than \$300 million to a variety of charities. Most recently, Warner released Max the dog Beanie Baby, with 100% of profits being donated to NEXT for Autism to raise awareness of autism support.

In April 2020, the United Way Worldwide COVID-19 Fund received 100% of the profits from the sale of Hope, a limited-edition praying bear. In addition, Warner was the first to organize and prepare his Four Seasons Hotel New York as a safe haven for first responders during the Pandemic. He made it possible for doctors and nurses working the frontlines to reside at the Four Seasons Hotel New York free of charge. This prevented unnecessary COVID exposure to their families and loved ones, reduced extensive travel to and from the city and allowed first responders the much-needed rest from their exhausting schedules. For more information about Ty Warner’s company, Ty Inc., visit <https://shop.ty.com>.