

PRESS RELEASE FROM
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FOR IMMEDIATE RELEASE:

DOUGLAS Company is Flipping for Mermaids

KEENE, NH June 2017 Embrace the fantasy out of the water with DOUGLAS Company's newest plush Mermaids with brushable hair! These latest sirens of the sea are here to join last year's Ciara and Serena and take your breath away!

Ciara the Aqua Mermaid, formerly available in 15" size, is now also available in a new Extra Large 30" size! This aquamarine beauty is lush in shades of aqua. Her plush body has a textured tail with translucent blue organza fins. She wears a sweet organza ruffle at her mid-section and an aqua plush bikini top. Her hair is amazing in shades of aqua and platinum blonde. She wears an elegant seashell crown embellished with a stunning aqua jewel. She comes with a brush included.

Ariisa the Rainbow Mermaid is available in both 14" and 15" sizes. When you see her you are sure to look for her pot of gold. Her scale sculpted rainbow pattern body is gorgeous. She is a ray of sunshine with her hot pink hair and hot pink organza tail fin. Her two toned, brushable pink hair is pulled to the sides in ponytails, and she wears a white shell crown with a single pink jewel. She, too, comes with a brush included.

DOUGLAS' **Mermaid Assortment** box hosts three styles of 12" mermaids. They are just the right size for little hands to grab and love. One is aqua blue, one is pink and one is rainbow. The aqua blue and pink mermaids have holographic colored fins on their bodies. Each of them wears a pretty seashell crown and has two-toned brushable hair pulled to the side in pony tails.

Designed for children ages 3 and up, DOUGLAS' Mermaids are sure expand the imagination and provide hours of creative play. DOUGLAS' newest Mermaids are expected on store shelves in early September 2017. DOUGLAS' products are sold at specialty gift and toy stores in the USA and Canada.

About DOUGLAS Company

DOUGLAS Company has been a leader in the plush industry for more than 60 years. The family-owned and operated business has distribution throughout Canada, Europe and, Asia.

DOUGLAS classic animals have gestures and expressions that clearly distinguish them. Their faces evoke a sense of connection and endearment. Unusual breeds and hard-to-find species are easy to find in the extensive DOUGLAS Line.

The in-house, USA design team is the heart of DOUGLAS success. They create designs and steward them from conception to final production. In recent years, the power of the creative department has led into the fashion/accessory arena. They have a unique talent for walking the edge to offer truly unique, trendy, and irresistible creations. There is a unique way with style, color, and complimentary fabrics that make the **Christine Clarke Collection of Sassy Kidz Fashion** for younger girls and cool stylish **Fashion Collections for Older Girls** speak for themselves!

DOUGLAS BABY has been growing over the years. This collection brings the company “full circle” to its beginnings in 1956 as an Infant Toy Producer. DOUGLAS now has a collection of the softest, most endearing designs in both cuddle toys and activity toys for Baby.

All DOUGLAS employees have passion for what they do and take the mission seriously to promote imaginative play and emotional connection for children of all ages. From classic, realistic designs and trendy, whimsical plush to baby and fashion collections, DOUGLAS spins a web of wonderful products for the discerning market of today. For more information visit: www.DOUGLAsToys.com

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