



Soft'n Slo Squishies™ are ready for their Close Up!

From shelf to screen, ORB™ expands key brand with digital programming

Halifax, Canada – ORB™, international children's toy company, has announced the launch of a 10 episode web series centering around the top selling brand **Soft'n Slo Squishies™**. ORB™ has partnered with **Nelvana Enterprises** to create a series of digital shorts, as part of their strategy to further expand the line into new product areas.

"We are very excited to share this digital series and showcase Soft'n Slo Squishies™ in an entirely new way," said **Mitra Rad, Brand Manager at ORB™**. "From licensing to broader line extensions, this is just one of the many ways that we will be expanding the Soft'n Slo Squishies™ brand over the next year."

The first three episodes of this original, short-form YouTube series will premiere **March 30th, 2018 at 9:00am ET on the Treehouse Direct YouTube channel**, with later distribution on other popular kids YouTube channels. New episodes will follow weekly.



Discover the entire collection:
www.SoftnSloSquishies.com

Soft'n Slo Squishies™ bring out the kid in everyone," said **Pam Westman, Head, Nelvana Enterprises**. "Our team is delighted to have the opportunity to turn these wildly popular toys into unique characters that will resonate with kids and their families and look forward to expanding the Soft 'Slo Squishies™ characters into new consumer product categories!"

Fans can expect hilarious episodes, with titles like "Work it Squishies", "Squishies Dares" and "Runway Cutie."

With 400 different Soft'n Slo Squishies™ currently on the market, and over 600 new designs planned for 2018, the popularity of these ultra-soft, slow rising, collectables is nowhere close to slowing down.

About ORB™

ORB™ is the fastest growing toy company in the world, shipping high volume, high quality trends, collectables, and compounds, more quickly than anyone. ORB™ experienced a growth of 400% last year and the launch of Soft'n Slo Squishies™ was an integral part of this growth. The trend is continuing to grow, with over 5M units sold already in 2018. The brand has a market share of over 85% in the US, and anticipates similar positioning in Europe by mid-2018

For more information, visit www.orbtoys.com.

About Nelvana

Nelvana is Canada's premier animation company and a world-leading producer and distributor of children's content. Nelvana has delighted audiences around the globe for more than 40 years with a vast library of more than 4,000 episodes from original, award-winning series like Babar and Franklin.

For more information, visit www.nelvana.com

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