

Tic Tac Toy launches Toy Makers XOXO channel series to reveal new line of toys coming August

Kids' eyes are locked-in as YouTube influencers, Maya and Addy, dream up the new XOXO Friends with a series of highly-anticipated episodes dropped throughout July.

July 5, 2019 - Tic Tac Toy has innovated kids' screen-time experience with a brand new narrative which engages their fans and brings them along on their journey as they develop a personalized line of collectibles called XOXO Friends. "We're giving our followers a behind-the-scene look at what's coming soon, complete with an imaginative storyline, impressionable villains and cliffhangers that keep our fans at the edge of their seats," said Tic Tac Toy parents, Lucy and Jason.

Toy Makers XOXO set is filmed in a playful design studio where Addy and Maya embark on a secret toy-making assignment, but they need to beware of the Toy Vandal and her band of miscreants who are at it again to destroy any toys that aren't their own. Addy and Maya have a huge challenge ahead of them as they create their Tic Tac Toy toys from scratch, steering clear of vandals in disguise who are set out to stop their progress.

"Tic Tac Toy's channel is the ultimate platform for storytelling as we parallel market to bring product to retail. We felt it important to include fans in the process, giving them a deeper sense of connection and community with the Tic Tac Toy family, while prioritizing entertainment above all else," says Bill Nichols, CEO of Blip Toys.

Episodes One, Two and Three of Toy Makers XOXO will drop on July 5th, July 12th and July 19th on Tic Tac Toy's YouTube channel. Episode Four will be released on July 24th while Tic Tac Toy is at Sweet Suite, revealing the entire line of XOXO Friends to the world.

Tic Tac Toy's XOXO Friends will be available for purchase at all major retailers on August 1st, 2019.

About Tic Tac Toy

Established in 2017, Tic Tac Toy's YouTube channel is the newest household name known by kids near and far. Maya(6) and Addy(9) entertain billions of young fans with their channel's engaging and imaginative roleplay. Together their family brings kids' wildest fantasies to life with super fun and hilarious videos where the only homework kids ever receive are toy unboxings and the only medicine ever prescribed is toys.

About Blip Toys

Bill Nichols established Blip Toys in 2000 with a passion for making high quality toys for today's kids. Blip Toys is a trend-driven global marketer of high-volume toy concepts including dolls, collectibles, plush animatronics, activity, outdoor novelty and action toys.