

New Stumble Guys Series 2 Toy Line, Now Available at Walmart and Major Retailers Worldwide, by PMI Kids' World



(September 4, 2024) – Attention, Stumble Guys fans! The iconic characters from the hit game are stepping back into the real world with an exciting new toy line by PMI Kids World. Following the huge success of the first series, which sold millions of units at major retailers, this collection brings even more beloved characters from Scopely's award-winning game, Stumble Guys, to life for fans to enjoy. This collection is available exclusively at Walmart stores across the U.S. and at major retailers worldwide.

Stumble Guys is a global sensation, with over 50 million players every month and nearly 700 million downloads. The game recently expanded its reach beyond Mobile and PC to all major consoles, including Xbox, PlayStation, and Nintendo Switch, further growing its popularity. Capturing the hearts of the massive and dedicated community, the new lineup of exciting collectibles, action figures, and plush toys, extending the beloved party battle royale experience across the toy universe.

Just in time for the holiday season at Walmart, loyal Stumble Guys fans and newcomers alike can stumble into a brand-new roster of character figurines to collect with the **Stumble Guys Epic Collectible Blind Box** and **Stumble Guys Epic Collectible 6-Pack Deluxe Box** - both of which are part of PMI's exclusive Epic Collection at Walmart. Each standing at 4.5-inches tall with multiple points of articulation, fans can collect Robot Guy, Dusk Dragon, Stabby Kate, Boxing Roo, and Golden Sensei as **Stumble Guys Articulated Action Figures** to pose and display. Additionally, **Stumble Guys Plush Buddies** stand at 8 inches, arriving in 4 new variations.

Worldwide,

"We were delighted with the overwhelming support from the Stumble Guys community during our Series 1 launch, and we are pleased to bring more of their favorite characters to life," said Omer Dekel, CEO of PMI Kids World. "In Series 2, we are once again partnering closely with the 'Stumble Guys' team at Scopely to deliver more new, unique and authentic characters that fans will be excited to add to their collections."



Renowned for turning trending IPs into must-have toys, PMI Kids World is excited to introduce their final Stumble Guys toy launch for 2024 with Series 2 products.

About Stumble Guys

Stumble Guys is a multi-award-winning party battle royale game that features extremely fast-paced multiplayer gameplay; social mechanics that make playing with friends easy; a wide array of challenging and imaginative events, tournaments, and levels; multiple game-play modes; personalized and expressive customization options; and more.

Stumble Guys was a top 10 most-downloaded app in 2022 ahead of beloved brands like Spotify and more. The brand has a massive global community, which has driven billions of impressions, connections, and discussions in- and out-of-the game and over 600M downloads. Stumble Guys is a competitive experience that is inclusive to everyone from beginners to experts allowing players with high mastery to perform unbelievable feats. The game also delivers market-leading technical capabilities for players to enjoy the most seamless experience possible.

Acquired by Scopely in 2022, Stumble Guys has continued to massively expand ever since, including with some of the most epic partnerships in the games industry, including NERF, PAC-MAN, Tetris, Hot Wheels, Barbie, Monopoly, and more! The game is one of the most social, engaging multiplayer experiences in the industry with more than 1 billion hours of playtime.

Players can join the “Stumble Guys” community on TikTok (@StumbleGuys), Discord (/StumbleGuys), Twitter (@StumbleGuysGame), Facebook (/StumbleGuysGame), YouTube (/StumbleGuys) and/or Instagram (@StumbleGuys), and play the game for free on Playstation, Xbox, iOS, Android and Steam (StumbleGuys). Learn more about “Stumble Guys” at scopely.com and stumbleguys.com.

About PMI Kids World

Established in 1995, PMI Kids World is a leading gaming-sector toy manufacturer focused on licensing consumer products in over 170 countries. PMI Kids World gives licensed intellectual properties (IPs) a vibrant existence by creating high-quality, innovative, affordable toys and collectibles. We’re here to bring the mega children’s brands and the coolest lines to kids worldwide. Our lineup includes esteemed names like Sonic Prime, Pudgy Penguins, Brawl Stars, and many others. Rooted in our purpose is the aspiration to ensure that every child can partake in the delight of play, irrespective of their circumstances.

For more information on PMI Kids’ World, follow PMI on:

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