

## Target Welcomes Stumble Guys Toys by PMI Kids' World This Summer!

*USA Giant, Target, Joins the Race to Collect NEW Exclusive Blind Caps, Mini Action Figures Deluxe Box and 6-inch Plushies!*



**Tel Aviv, Israel** - (August 9, 2024) **Target** is set to excite fans as "**Stumble Guys**" toys by **PMI Kids' World** hit their stores nationwide starting in late July! After a successful launch earlier this year, collectors can now celebrate their favorite game-turned-toys at Target with an exciting new range.

This expansion of the "Stumble Guys" toy line follows the brand's successful Spring 2024 launch, where the toys garnered retail and commercial success with the support of major retailers such as Walmart, 5 Below, Macy's, Toys "R" Us, and Hot Topic. Additionally, our digital and creator marketing programs attracted the attention of gamers, families, toy collectors, and fans of the award-winning game that has captured the hearts of **tens of millions monthly players worldwide**.

This summer, Target aisles are set to transform fans into collectors with PMI's exciting new offerings inspired by the smash-hit Scopely game. Get ready for the ultimate surprise with **Target-exclusive Blind Caps**, featuring mini action figures hidden inside the iconic green cap worn by Mr. Stumble. Amp up your collection with a **6-Pack of Mini Action Figures**, each containing one mystery Stumbler, and cuddle up with your favorite character with the adorable **6.5-inch Plushies**.

"We're excited to partner with Target to expand our Stumble Guys toy line," said Omer Dekel, CEO of PMI Kids' World. "This collaboration allows us to bring the vibrant, chaotic fun of

Stumble Guys into the hands of our fans, offering them unique ways to celebrate and expand their collections. We are pleased to bring the fans the new and collectible items they've been asking for."

PMI, renowned for turning trending IPs into must-have toys, as seen with their hit lines such as Sonic, Pudgy Penguins, Brawl Stars, is now bringing the colorful world of Stumble Guys to life in new ways! Starting July 22, fans can collect their favorite Stumblers at Target stores nationwide!

### About "Stumble Guys"

"Stumble Guys" is a party battle royale game from Scopely, one of the fastest-growing mobile-first video game companies today. The game 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. A competitive experience that is inclusive to everyone from beginners to experts allowing players with high mastery to perform unbelievable feats, "Stumble Guys" delivers market-leading technical capabilities for players to enjoy the most seamless experience possible.

"Stumble Guys" is free to play on [iOS](#), [Android](#), Steam ([Stumble Guys](#)), Playstation, [Xbox](#) and Nintendo Switch soon! To learn more about "Stumble Guys," fans can visit [StumbleGuys.com](#) and join the "Stumble Guys" community on:

- TikTok: [@StumbleGuystt](#)
- Discord: [/StumbleGuys](#)
- Twitter: [@StumbleGuysGame](#)
- Facebook: [/StumbleGuysGame](#)
- YouTube: [/StumbleGuys](#)
- Instagram: [@StumbleGuys](#)

### 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:

- Instagram: [@pmi\\_toys](#)
- Facebook: [@pmiltd](#)
- Twitter: [@pmitoys](#)
- TikTok: [@pmi\\_toys](#)



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