



"What makes us different, makes all the difference in the world"

Randimals launches in the UK with Toymaster!

The Randimals viral video at the London Toy Fair received 33 million views back in January! Randimals is excited to launch its first brick and mortar partnership in the UK with Toy Master! [Click here for the Randimals viral video](#)

ABOUT RANDIMALS

Nick Harman and Casey Finegan created Randimals in the US during covid, and it has been a wild ride ever since. Nick is from the UK and is thrilled to be expanding Randimals to his home country.

Randimals are combination animal plush, beanies, figure and two award winning books with a simple message: What makes us different, makes all the difference in the world.



“Kids love all the different combinations of animals. It really captures their imagination. It usually doesn’t take them long to start creating their personalities and superpowers and before you know it they’re coming up with their own Randimals,” Casey Finegan, Co-Founder.

“It started with a crazy idea and a little inspiration from Oliver (our little Basset Labrador mix) and turned into a beautiful story with an inspiring message,” Nick Harman, Co-Founder.

Randimals are launching in the UK with 5 of their top selling Randimals – 5 large plush, 5 figures and 3 Randimins (small beanie versions). The rest of the line along with the books are planned to launch in the UK later this year. To see the whole line visit www.Randimals.com

ENGAGEMENT

There are plenty of ways for fans of Randimals, or as we call them, Fandimals, and retail stores, to engage.

Create Your own Randimal: Kids love to create their own Randimals. See some of the thousands we have had submitted to our site at <https://randimals.com/create-your-own/> . We encourage stores to start a Create Your Own Randimal contest or have your customers send their designs to us info@Randimals.com . We love to display them on our site and we’ve even turned them into actual Randimal toys. Girtle was designed by an 8-year-old boy who sent his drawing in to us!

Randimals DM (Direct Message): It’s so easy to receive a personal video message from your favourite Randimals. Imagine being able to tell your customer that they can go to this link <https://randimals.com/randimals-dm/> and receive a personal video message from the Randimals they just bought!

THE RANDIMALS BOOK (coming to the UK soon):

The first Randimals book tells the story of Sydney who has a habit of destroying her toys. Her dad takes her toys away to teach her a lesson, and she is left with her old plushies from when she is little. In the middle of the night Ollie, her basset lab, chews up her toys and in the morning, there are bits and pieces everywhere, she is devastated but finds a way to sew them back together, creating the Randimals. Her dad thinks that she destroyed her plushies toys and throws them

out. In the morning when the sun comes up, they come alive. They don't know who or what they are. They go on an adventure to a toy store, but the other toys make fun of them because they look a little different. Elarilla (elephant / gorilla) teaches them the simple important message: **What makes us different, makes all the difference in the world**

RANDIMALS AWARDS



The PAL Award - recognizes outstanding children's products that by design, content, quality, and character, engender play that advances language and appeal to all children for lasting play value.



Autism Live Speech Builder Award - "This is a really unique line of toys that is sure to spark conversation. Randimals encourages the development of speech skills through fun."



Goody Book Award - Randimals takes you on an amazing journey of what it's like to be part of something that is truly greater than the sum of its parts.

RANDIMALS



What makes us different, makes all the difference in the world.