LIVE THE PLUSH LIFE IN 2015 WITH MANHATTAN TOY TRAVEL & COMFORT™ LINE

Snuggle Bear Body Pillow, Raccoon Activity Spiral, Fox Stash Box Plus Cushy Tablet Wedge Will Be On Display At NY NOW and Toy Fair

Minneapolis, MN (December 23, 2014) -- The Manhattan Toy Company is hoping everyone is ready for the plush life in 2015 as it unveils an armload of whimsical products in its new Travel + Comfort™ collection. Soft Play Mats ($45), animal-shaped Snuggle Body Pillows ($40), an orange Activity Spiral Fox ($22) or a cushy Tablet Wedge ($28) make their debut at NY NOW Booth 7161 and Toy Fair Booth 2433.

"Play is not only fun, it’s essential to a child’s cognitive, emotional, and social development," declare the folks behind The Manhattan Toy Company, an innovator since 1979. They describe their design process as a "blend of science and whimsy to produce toys and accessories that offer children a rich array of visual and tactile stimulation and unlimited opportunities for imaginative exploration."

Placing baby on a plush blue mat that resembles a bear will encourage oohs and aaaaahs from the grownups in the room. But peek around and appreciate how the tactile surprises stimulate baby's senses. Two Travel + Comfort Tactile Play Mats ($45) akin to a sleeping fawn and a dozing bear can be rolled up and taken on a trip to Grandma's or a family retreat. Better yet, buy one for the grandparents and keep one at home! Likewise, kids can roll up their own Travel + Comfort Snuggle Body Pillows ($40) in blue Bear or Pink Deer. These plush pals will become an instant traveling companion, even on short trips from the bed to the kitchen!

Yes, baby will spend a lot of time in a carrier or stroller or car seat. But why not make that handlebar a source of wonder with an orange Activity Spiral Fox or a blue Activity Spiral Raccoon ($22). When baby is alert, it's a perfect time for a visual treat.

Tote along a Portable Activity Desk ($40) that includes a whiteboard and a chalkboard plus a zipper storage pouch. It's perfect for road trips, on a plane or hanging out at the restaurant between ordering and actually eating. If tots rather play on Dad's tablet, bring along the Travel + Comfort Tablet Wedge ($28). Tablets and iPads rest comfortably for solo use or to share among siblings. The cushy accessory with a pleasing fabric adds a touch of pampering while playing a computer game or watching a movie. It's also appreciated by grownups that welcome a little indulgence.

Look for all these new items starting Spring 2015:

Travel + Comfort Baby Tactile Play Mat • $45 • Ages Newborn+
Lucky babies will get to snuggle, scoot and nap on the blue Bear or pink Deer mats. Designed for scooping up and taking on the road, mats make a great baby shower gift or new Grandmother present because she'll be asked for babysitting duty! Mats will add a smile to anyone who walks into the room.
Travel + Comfort Activity Spiral • $22 • Ages Newborn+
How clever are these two friendly faces? Choose orange Fox or blue Raccoon, both with bushy striped tails. Three activity toys hang from their spiral bodies for newborns to toddlers to enjoy. When Mom squeezes the tail, it squeaks!

Travel + Comfort Chime Toy • $8 • Ages Newborn+
Choose from three fluffy fellows -- orange Fox, Pink Giraffe and Blue Kitty. Give them a shake and watch baby's delighted reaction!

Travel + Comfort Portable Activity Desk • $40 • Ages 3+
Carry this handy case with handle and always have a flat surface to draw, play tic-tac-toe or just doodle. Zippered pouch holds markers or crayons or chalk. Cushioned bottom rests comfortably on a lap or table top.

Travel + Comfort Snuggle Body Pillow • $40 • Ages 18 months+
Snuggle Bear™ and Snuggle Deer™ make the perfect cuddly companion for home or on-the-go. Stroke Bear and Deer and feel the ultra-soft fabric that lends these cute critters to become the new security blanket! Roll them up and tie with the enclosed fastener or carry (more like drag) them around the house. Dimensions for both run 4”H X 14”L X 33” W. Sleepy heads have a new place to plop.

Travel + Comfort Pyramid Travel Pillow • $13 • All Ages
Choose blue Cloud or red Scallop designs in the house or on a train, plane or car. The compact size fits snugly behind the head or lean against it when sitting by the window seat. Say ahhhhh to cushy comfort.

Travel + Comfort Stash Box • $22 • Ages 3+
Got kids? Then you need a place to stash their small stuff. Little toys, hair ribbons and treasured trinkets fit snugly in either Deer or Fox themed boxes that snap shut. Little handles allow tots to carry boxes themselves.

Travel + Comfort Neck Pillow • $15 • Ages 2+
Hello Raccoon, hello Fox, ready for a snooze? Sleepyheads will be happy to take a nap with these fluffy fellows to lean on. No more waking up with a neck ache. Sized perfectly for preschoolers.

Travel + Comfort Tablet Wedge • $28 • All Ages
Hmmm, yellow animal or blue cloud? Both clever designs prop a tablet or iPad in comfy style when out-and-about! The Tablet Wedge is sturdy horizontally or vertically and can actually roll back-and-forth between two children or people using it for a game or work. Made out of soft and colorful fabrics, this gift is great for anyone who uses a tablet (and who doesn't these days?).
Look for all of these new products in early 2015 at hundreds of specialty stores coast to coast. Shop anytime at their online store at www.ManhattanToy.com and earn free shipping on orders over $60. While browsing, read their insightful blog *The Playroom* and sign up for their free newsletter *Play on Words.*

**ABOUT THE MANHATTAN TOY COMPANY**
The Manhattan Toy Company is dedicated to the art of creative play, quality craftsmanship and the success of the national and specialty retailer. The company distributes through thousands of stores nationwide. Toys are designed, developed and manufactured with every child's safety in mind. The Manhattan Toy Company ensures that each product complies with all U.S. and European toy and safety standards. For more information about the many award-winning toy collections, visit their website at www.ManhattanToy.com.