



## GP TOYS BRINGS HOME MONSTER FACTORY



**COSTA MESA, Calif. (January 2010) – There’s a little monster inside all of us...**and someone has finally brought them to life.

Introducing **Monster Factory**, a line of plush characters with monster personalities. Aimed at the tween and pre-tween market, these collectible creatures represent a new generation of designer toys, from a new generation of toy designers.

Monster Factory is the brainchild of three former film and design students in Toronto, who began hand-making plush characters in November 2003. Today, the trio – Rhya Tamasauskas, (Ms.) Bliss Man, and Adam Dunn – has created a world of 100 uniquely designed monsters, each with rich character profiles and human-like personalities.

The first Monster Factory plush toy collection of nine monsters from GP Toys will reach shelves in early 2010. The highly collectible, plush monsters will include 5” and 9” size characters, with each new wave of six monsters reflecting the designers’ original eclectic mix of plush toys, from green monster teens in hoodies or headphones to round-shaped creatures clad in fashionable plaid ties.

The Monster Factory brand currently enjoys a devoted following from design aficionados who love the unique style of the plush toys and relate to the flaws and foibles described in each characters’ biography. Many popular Monster Factory characters will be represented in the GP Toys lineup, including **Colin**, a monster who divides his time between playing video games and fretting about his future; **Maggie**, whose vivid imagination never lets “the facts” get in the way of a good story; and **Todd**, who puts undue pressure on himself to succeed.

Fans can learn about each of the characters’ personalities and humorous idiosyncrasies on the newly updated **MonsterFactory.net** Web site. A series of newly produced comedy Webisodes featuring Monster Factory puppets will be streamed on the Web site and distributed across the Web beginning in early 2010.

“Monster Factory is a fresh, new property that reflects a growing trend and audience in our industry – a sophisticated, urban consumer group that values out of the box creativity and is creating and seeking out ‘Designer Toys’,” said Karl Aaronian, vice president, marketing, GP Toys. “Monster Factory has the

breadth, vision and character development that can cross over from its underground and collector/design store beginnings and into specialty and mainstream retail channels.”

Monster Factory has taken Canada by storm the past couple of years and has now migrated to the States. The designer toys from Tamasauskas, Man and Dunn earned acclaim from *Redbook* magazine as a hot gift for children and were cited by Yahoo! and *Esquire* as a hot 30 toy pick. Rainn Wilson, Kanye West and other trendsetters are among the brand’s celebrity fans.

GP Toys will deliver new waves of Monster Factory plush creatures throughout the year, with new characters from the Web series and favorites from the designer toy collection arriving at retailers quarterly. Additional information about Monster Factory and its creators can be found at <http://www.MonsterFactory.net>.

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