

**FOR IMMEDIATE RELEASE**

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## Lavinia's World Introduces the Ooshes, Natures Huggable Heroes

NEW YORK, NY – March 15, 2004 – Discover the magic of the backyard with the Ooshes - the latest in the Lavinia's World range of fun and innovative products.

**The Ooshes**, (an initial plush line of ten 14 inch plush dolls and twelve 5 inch collectible mini plush) make a magical connection between children and nature. Powered by the magic of the real world, these huggable heroes engage children as active participants in their own learning and growing process, also The Ooshes appealing colors and shapes and their wonderful huggability make them enticing and fun to play with.

**The Ooshes** are designed to complement **The Little Stories of Manoosh and Baloosh**, a series of books for young children published by Lavinia's World.

At Licensing 2004 Lavinia's World premieres the Ooshes, the cutest natural wonders around.

Discover the magic in your backyard

# THE OOSHES

14" Huggable-Ooshes

 BLUEY the snowball	 MISS LADYBUG	 BALOOSH the pea twin	 ART BETTY	 JAZZMINE
 STELLA the starfish	 DROPSY the raindrop	 NUNO the cactus seed	 MANOOSH the pea twin	 FOLIO the leaf

Twenty two Ooshes based on a new series of children's books.  
10 plush dolls and 12 collectible minis.

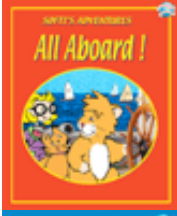
Lavinia's World is made up of three distinct book series that are smart, educational, and filled

with adventures. Through these, Lavinia's World invites children to discover the world around them and makes learning fun. A range of related toys - as well children's apparel and paper product lines - extend the adventure beyond the written page.



**The Little Stories of Manoosh and Baloosh (ages 3-6)**

This series guides children in the discovery of the natural world. Manoosh and Baloosh, the pea twins, and their many friends bring to life the magic in nature, where adventure begins in the backyard.



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**The Kyss Family Mysteries (ages 6-9)**

This series investigates the history and cultures of our world. Twins Ophelia and Brian Kyss are globe-trotting detectives who find mysteries in the most unlikely places and use their knowledge of local history and culture to crack their incredible cases.

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Lavinia's World, (212) 585-2341 Join us at Lavinia's World online at [www.laviniasworld.com](http://www.laviniasworld.com).

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