



Kids are going Gaga for GoGo's Crazy Bones

'Shops struggle to meet demand as queues form for *Gogo's Crazy Bones*, a new toy sensation that is sweeping Britain's playgrounds.' *The Telegraph*, 5th July 2008

GoGo's Crazy Bones are miniature figurines which kids trade to complete their collection. Each one has its own name, personality and skill set based on the figure's design. Kids can play or invent games based on the skills of the individual *Bones*. They are currently within Amazon's top 10 best-selling toys with the accompanying sticker magazine selling over 250,000 copies since its launch in March this year.

From January 09, no *GoGo's* collection will be complete without the addition of *Ladybird's Crazy Bones* books tie-ins.



Gogo's Official Guide
with double-sided game board
and poster
297 x 210mm, 32pp, PB, £4.99



Gogo's Activity Book
with *GoGo's* games
297 x 210mm, 16pp, PB, £3.99

"*Gogo's Crazy Bones* has all the elements of a great licence: collectibility, appealing characters, limitless play potential, and tremendous editorial potential. It's exactly the type of word-of-mouth brand that we've been looking for."

Eric Huang, Category Publisher, *Ladybird Books*

Licensed by *Bulldog Licensing*, *Gogo's* are created by leading collectables specialists *Magicbox International* and major promotions company *Promociones Premier International*. Rob Corney, Managing Director at *Bulldog* said: "We are delighted to be working with one of the world's leading publishers on *Gogo's*. The brand has phenomenal potential and *Penguin* are a fitting addition to our growing list of the industry's leading licensees."

Please contact Nichola Gaskins at nichola.gaskins@uk.penguinrroup.com or 020 7010 4398 for further information, review or competition copies.

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