

Bleacher Creatures™ Launches New Line of NFL Character Toys



Released on: August 03, 2011, 7:00 pm

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Industry: [Sports](#)

PLYMOUTH MEETING, Penn. – August 3, 2011 – Do you have young football fans in your family? Now they can play with their favorite professional football players any time with the new line of National Football League Bleacher Creatures toys.



Officially licensed by NFL Properties LLC and NFL PLAYERS, the licensing and marketing arm of the NFL Players Association, each Bleacher Creature [plush](#) character is dressed in his team uniform.

“Now children can hang out with football stars such as Tony Romo, Adrian Peterson and Drew Brees whenever they want,” said Matthew Hoffman of Bleacher Creatures. “Our lineup of NFL player plush

characters and hand puppets turn your favorite players into your kids' favorite toys, encouraging fun, inspiration and play."

"This is a great gift for kids," Hoffman said. "It turns some of the superstars of the game into household favorites for young football fans."

The initial line of Bleacher Creatures also features stars such as Aaron Rodgers and Clay Matthews of the Green Bay Packers, Peyton Manning of the Indianapolis Colts and Troy Polamalu and Ben Roethlisberger of the Pittsburgh Steelers.

"We are excited about the opportunity to connect the popularity of sports to the children's toy market", Hoffman said. "We look forward to creating more great football characters as well as popular players from other sports."

Bleacher Creatures™ was founded by Matthew Hoffman, a sports licensing industry veteran who was formerly an executive with GSI Commerce and Majestic Athletic. When his young children turned out to be sports fans, Hoffman realized that there was an opportunity in the \$20+ billion dollar US toy market to engage kids who love watching their favorite teams and players in action.

Hoffman created a line of cartoonish yet fully recognizable versions of today's biggest sports stars so kids can connect to their favorite teams and players with imaginative play.

The new line of NFL Bleacher Creatures plush and puppets launches August 5th.

For more information about Bleacher Creatures, please check out their website at www.bleachercreaturetoys.com.

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