

Piñata Smashlings™ Makes Coveted Walmart Top Toy List!
PMI Kids' World Makes Toikido's Piñata Smashlings™ plushie a Certified Smash-Hit!



Tel Aviv, Israel - (August 23, 2023) The new toy line from PMI Ltd. Kids' World, based on Toikido's hit Piñata Smashlings™ brand, has burst onto the scene in a big way, with the Smashlings Plushies making this year's Walmart Top Toys list! The fan-favorite characters from the Piñata Smashlings Roblox game have made the cut for the annual list, which serves as the ultimate toy guide for holiday gifting!

PMI Ltd. Kids' World will debut their Piñata Smashlings toy range this fall, offering fans a new way to experience all the fun of the Piñataverse. Walmart has highlighted Smashlings Plushies, the first series of cuddly collectibles with accompanying DLC codes, as one of their top toys ahead of the line's official launch!

"It's amazing to see the Piñataverse come to life with the amazing toy line PMI has created," said Darran Garnham, founder and CEO of Toikido. "We're excited to see fans enjoy a physical representation of the Roblox game and characters they love so much."

"We are thrilled that our efforts to bring the incredible world Toikido created with the Piñataverse to toy form has been recognized by a mass retailer like Walmart," said Omer Dekel, the COO of PMI. "This is a huge win for PMI, and we can't wait to continue bringing fans even more smashing fun!"

PMI's Smashlings Plushies are available to pre-order now on [Walmart.com](https://www.walmart.com).

For more information on the brand-new Piñata Smashlings toy line, please visit: www.toikido.com/work/pinata-smashlings, and join the celebration by following PMI on:

- Instagram: [@pmi_toys](https://www.instagram.com/pmi_toys)



- Facebook: [@pmild](#)
- Twitter: [@pmitoys](#)
- TikTok: [@pmi_toys](#)

About Piñata Smashlings

Piñata Smashlings are the inhabitants of the Piñataverse, a world of unimaginable wonders where anything is possible. There are hundreds of these cheeky little characters who explore the expansive and ever-growing world. But not everything is sweetness and light, as darkness looms with menacing Meañatas up to no good, turning Smashlings into bitter Bashlings. Luckily, there are Piñatas to help save the day!

About Toikido

Toikido Ltd is a new KIND of entertainment company that sets itself apart. An innovative, fun, and fast-paced studio, which has become renowned for growing global audiences through the creation of captivating toys for emerging digital brands. With a global reach, Toikido offers an ecosystem across licensing, gaming, music, marketing, and entertainment and is dedicated to developing its own exceptional intellectual properties (IP) across all entertainment genres. Piñata Smashlings™ is Toikido's first internally-developed IP and set to become one of the most exciting children's brands, with the launch of a Roblox game, a range of toys, including collectables, action figures, plush, and playsets, an official collectors guide and magazine, and an animated series to bring the Piñataverse to life.

Toikido was founded by serial entrepreneur Darran Garnham in 2020.

About PMI

Established in 1995, PMI is a leading gaming-sector toy manufacturer focused on licensing consumer products in over 170 countries. PMI is all about giving licensed intellectual properties (IPs) a vibrant existence through the creation of high quality, innovative, affordable toys and collectibles. We're here to bring the best children's brands and the coolest lines to kids all over the world. Among our lineup are esteemed names like Paw Patrol, Sonic Prime, Among Us and an array of others. Rooted in our purpose is the aspiration to ensure that every child across the world can partake in the delight of play, irrespective of their circumstances.

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