

2026 Lookbook

NEW YORK

toyfair



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Introduction

In this digital lookbook, you can explore Hasbro's 2026 product priorities, including full product details and links to download high-resolution images. You can also access Hasbro's Media Newsroom at newsroom.hasbro.com/media-library.

GREAT GIFTS

Imagine daring rescue missions with the **Marvel Rescue-Webs Web-Quarters**, inspired by the Disney Jr. series *Spidey and his Amazing Friends*, take the **Star Wars Action Buddy Grogu** figure on galactic adventures, or team up with **TRANSFORMERS Cyberworld Bumblebee**. Still feeling that adrenaline? Engage in epic battles with the **BEYBLADE X Sneak Attack Battleset**, or sweep your opponent at your next game night with **MONOPOLY DEAL No Mercy**. Take the battle even further with the **NERF Rebel Ops Doom Cannon, Ammohawk**, and **Deadeye** blasters for precision play. Need a break from the excitement? Experience sunshine and rainbows with **FURBY Vibes**, **PEPPA PIG READY**, and **BABY ALIVE Baby Grows Up Sophia Sparkle Interactive Baby Doll** or host the hottest summer cookout with the **PLAY-DOH Super Sizzlin' Kitchen Playset** and **PLAY-DOH Barbie Beach Day Crochet**.

SEASONAL SENSATIONS

Springtime adventures are on the horizon with new, seasonal toys that make every celebration special. The **PEPPA PIG Springtime Dress-Up** doll is perfect for sunny outdoor play or pick up a PLAY-DOH Easter Bag filled with all the colors of the rainbow to bring fun and color to your next egg hunt!

PACK & PLAY

Although tiny, these mighty toy favorites can turn any moment into instant playtime for fun on the go! **FURBY DJ Furblets** bring the party with fun beats and sounds while **FURBY Minis** are packed with personality you will want to collect them all! Plus, unlock a world of fidgety fun with **Nano-mals**—pocket-sized electronic pets that respond to kids' care, inviting them to pet, feed, dance and flip their mini companion. Easy to pack, easier to love, how about that?

IMAGINATION STATION – PLAYSETS & MORE

Transform your imagination and enter Cyberworld! Bring home the **TRANSFORMERS Cyberworld Soundwave Deep Sea Explorer**, latest **Cyber Changers** assortment of bots, or the all-new **TRANSFORMERS Gen Collab Kick Us Soccer Fed collaboration!** Young webslingers can collect new products and gear inspired by Disney Jr. and Marvel's hit series *Marvel's Spidey and his Amazing Friends* including the **Marvel Spidey and His Amazing Friends Dance N' Rescue Spidey & Spin, Rescue-webs Firetruck, Team Spidey Copter**, or **Symbie Factory Playset** before assembling an arsenal of products inspired by *Marvel's Iron Man and his Awesome Friends*, such as the **Marvel Iron Man and His Awesome Friends Giant-sized Armor Iron Jet** or **Hall of Armor Playset**. Finally, suit up for DOH-IFIED action with the **PLAY-DOH Iron Man Blast Launcher** or gear up for star-spangled adventures with the **Marvel Avengers Captain America Battle-React Shield**.

PLAY YOUR WAY – REAL LIFE IMITATION

Play imitates life with interactive dolls and plush toys that have big personalities and best friend energy for all kids. Wind down for bedtime with **BABY ALIVE Burt's Bees Cozy Stripes** baby doll that includes a soft one-piece sleeper inspired by the *Burt's Bees Baby Rugby Stripe* pattern! The **PEPPA PIG Joke & Sing George** doll is an oinktastic addition to every playdate with preschoolers' favorite Pig family. Kids can create endless stories alongside their favorite characters.

IMAGINATION SERVED FRESH

DING! Dinner is served. Turn playtime into a make-believe feast and serve up pretend masterpieces that are so tasty you can *almost* eat — no kitchen cleanup required. Run your own mini-restaurant as the head chef with the **PLAY-DOH Super Sizzlin' Kitchen Playset** or tag team with a sous chef with the **BABY ALIVE Dinnertime Creations** playset.

ACTION-PACKED BATTLES AND OUTDOOR FUN

Become the ultimate Beymaster and battle anywhere you go with the **BEYBLADE X Clip & Rip Launcher Set**. Or join the HUNTR/X group and become a demon hunter with the **NERF KPop Demon Hunters Zoey's Spirit Blades, Rumi's Four Tiger Sword**, and **Mira's Curved Moon Sword**. Get a jump on fun in the sun thanks to the latest NERF Super Soaker lineup, featuring the **NERF Super Soaker Hop & Chomp, Stomp & Soak**, and **Dunk-fill+**. Better yet, celebrate America's big 250th anniversary with the **TRANSFORMERS Deluxe Class Star Eagle**, as well as the **NERF Super Soaker Dunk-Fill Freedom, Elite Freedom Frenzy 4-Pack**, and **Stars & Stripes Eagle Blaster** ahead of the Fourth of July!

GAME NIGHT ADVENTURES

Revisit classic games like **MONOPOLY, OPERATION, CANDY LAND, CONNECT 4**, and **JENGA REFRESH** for the ultimate game night. Or jump into fresh takes of beloved games with a twist such as **YAHTZEE On The Rocks Dice Party Game, MONOPOLY KPop Demon Hunters** and **MONOPOLY DEAL: KPop Demon Hunters** editions, and turn up the heat with **SERVD Summer Daze Edition Party Game**.

FOR THE FANS!

YO JOE! Exciting new heroes and villains have enlisted in the **G.I. JOE CLASSIFIED SERIES** line with **Cobra-la Pythona**, **Edwin “Lifeline” Steen**, **Night-Viper**, and more! Don’t lose your cool — break through the multiverse with the **Marvel Legends Series Incredible Hulk Premium Roleplay Fists With Smash ‘N Bash Sound FX**, or rock out and stay golden with Hasbro’s **KPop Demon Hunters Huntr/X Light Stick**, or **Saja Boys Light Stick**. Better yet, young swashbucklers can join the Straw Hat Pirate crew thanks to the **NERF One Piece Going Merry Blaster**, **Zoro’s Katanas—Sandai Kitetsu**, **Wado Ichimonji**, and **Yubashiri**.

POP CULTURE FAVORITES

Fan-favorite worlds collide to create unique collectibles and gifts for everyone in the family. **FURBY Furblets** join the *KPop Demon Hunters* universe and blasting fun meets mutant mayhem with the **NERF Teenage Mutant Ninja Turtles Leonardo Blaster**. And don’t forget to add the **NERF Fortnite SP-Drift OG Blaster** to your next Battle Royale arsenal.

THE TRANSFORMERS: THE MOVIE 40th ANNIVERSARY

40 years later, and WE’RE STILL NOT OKAY! Celebrate the legacy of *THE TRANSFORMERS: THE MOVIE (1986)* with all-new collectibles that let fans relive iconic moments from the film, including Optimus Prime’s heroic sacrifice. Made for both longtime collectors and the next generation of fans, **TRANSFORMERS Studio Series** products are the ultimate love letter to one of pop culture’s biggest franchises.

FROM A GALAXY FAR AWAY

This is the way. Fans can gear up for the highly anticipated *Star Wars: The Mandalorian and Grogu* film with new action figures from **The Black Series**, **The Vintage Collection**, and **ActionVerse** product lines, featuring **The Mandalorian**, **Grogu**, **Colonel Ward**, **Anzellans**, **Imperial Remnant Stormtroopers** and many more. For kids and fans alike, suit up as The Mandalorian with key role-play items from the **NERF The Mandalorian Rocket Gauntlet**, to **The Mandalorian Electronic Mask**, and **The Mandalorian & Grogu Bounty Blaster set**. Or enter the world of The Mandalorian with the **MONOPOLY Star Wars: The Mandalorian and Grogu** edition for continued adventures across the galaxy.

YO JOE!

Wherever there’s trouble, G.I. JOE is there. The highly skilled, on-demand special operations force expands the **Classified Series** line with **Snake Eyes (Dawn Moreno)**, **Edwin “Lifeline” Steen**, **Bradley “Big Lob” Sanders**, and more. Fans can also look forward to adding the **G.I. JOE Classified Series Retro Cardback Crimson Guard**, **Retro Cardback David “Crazylegs” Thomas**, and **Retro Cardback Rafael “Zap” Melendez** to their collections. The Classified Series also welcomes the ruthless criminal organization Cobra, featuring the **Cobra-La Royal Guard**, **Cobra Overkill**, and **Hydro-Viper** action figures. Each figure includes multiple points of articulation and character-inspired accessories, encouraging fans and collectors to build their armies of JOEs and Cobra villains.

WIZARDS OF THE COAST

Wizards of the Coast develops and publishes legendary games that inspire creativity, forge friendships and build communities of global fans. Wizards delivers premium experiences for gamers across tabletop, video games, and digital platforms based on both new and time-honored brands, including its best-known franchises **MAGIC: THE GATHERING** and **DUNGEONS & DRAGONS**. For 2026, D&D fans will get an exclusive look at **DUNGEONS & DRAGONS QUESTERS**, a new collectible action figure line built to spark imagination, creativity, and storytelling and **DUNGEONS & DRAGONS FIZBAN'S FORTUNE**, a premium line of oversized D20 dice inspired by the legendary magic and mystery of dragons featured in Fizban's Treasury of Dragons. Magic fans can preview upcoming sets including **MAGIC: THE GATHERING | MARVEL SUPER HEROES**, build your dream super team of Heroes and Villains, then suit them up with iconic gear and unleash their earthshaking abilities; **SECRETS OF STRIXHAVEN** where fans will Return to Strixhaven, Magic's beloved mage school, and uncover years of mysteries as you explore its hallowed halls and beyond; and **MAGIC: THE GATHERING | TEENAGE MUTANT NINJA TURTLES**, where the heroes in a half shell are heading into the world's premier collectible card game!

BEYBLADE X SNEAK ATTACK BATTLE SET

(Ages 8 & Up | Approx. Retail Price: \$54.99 | Available at most major retailers starting 7/15/2026)

[DOWNLOAD IMAGES HERE](#)

Smash into surprise attacks with the BEYBLADE X Sneak Attack Battle Set! The Stadium features a pop-up rail that sends Tops moving in a different way, changing the course of battle! The set comes with everything you need to begin battling — Beystadium, 2 UX Infinity Tops, and 2 Launchers! The stadium's X-Celerator Rail can super-accelerate Tops into an Xtreme Dash around the arena for crushing collisions and epic bursts. Use the 2 ripcord Launchers to unleash Rampart Aegis GB Stamina Type Top and Cutter Shinobi LF Attack Type Top in epic battles. Both Tops have ratchet-integrated blades. Bladers launch their Top against their opponent's Tops to score points — first to reach 4 points wins. Hasbro BEYBLADE toys with authentic TakaraTomy die-cast metal Tops make great kids gifts for boys and girls ages 8 and up.



BABY ALIVE BABY GROWS UP SOPHIA SPARKLE INTERACTIVE BABY DOLL

(Ages 3 & Up | Approx. Retail Price: \$49.99 | Available at most major retailers starting 7/15/26)

[DOWNLOAD IMAGES HERE](#)

Unlock interactive baby doll moments with Baby Grows Up Sophia Sparkle! This BABY ALIVE doll starts as a newborn, where you can rock her and give her Baby's First Bottle. As she grows into a baby, she will kick out of her swaddle! Give baby her bottle and pacifier to reveal Baby's First Tooth! Then, feed her Baby's First Snack and watch as the bite "disappears" when the pretend food touches her mouth. When you hear a chime, it is time for Sophia Sparkle to stand up and become a toddler. Dress her in Baby's First Big Girl Fashion with BABY ALIVE clothes and shoes and use pretend scissors to imagine Baby's First Haircut. Sophia Sparkle will also speak sweet phrases for Baby's First Words, with over 75 sounds and phrases! When playtime is over, power the doll off and on to reset and check off milestones on the growth chart. Discover magical moments with BABY ALIVE accessories, playsets and baby dolls for girls and boys!



BABY ALIVE BABY GROWS UP LALA GOOGOO INTERACTIVE BABY DOLL

(Ages 3 & Up | Approx. Retail Price: \$49.99 | Available at most major retailers starting 7/15/26)

[DOWNLOAD IMAGES HERE](#)

Unlock interactive baby doll moments with Baby Grows Up Lala Goo Goo! This BABY ALIVE doll starts as a newborn, where you can rock her and give her Baby's First Bottle. As she grows into a baby, she will kick out of her swaddle! Give baby her bottle and pacifier to reveal Baby's First Tooth! Then, feed her Baby's First Snack and watch as the bite "disappears" when the pretend food touches her mouth. When you hear a chime, it is time for Lala Goo Goo to stand up and become a toddler. Dress her in Baby's First Big Girl Fashion with BABY ALIVE clothes and shoes and use pretend scissors to imagine Baby's First Haircut. Lala Goo Goo will also speak sweet phrases for Baby's First Words, with over 75 sounds and phrases! When playtime is over, power the doll off and on to reset and check off milestones on the growth chart. Discover magical moments with BABY ALIVE accessories, playsets, and baby dolls for girls and boys!



BABY ALIVE BABY GROWS UP BERRY BOO INTERACTIVE BABY DOLL

(Ages 3 & Up | Approx. Retail Price: \$49.99 | Available at most major retailers starting 7/15/26)

[DOWNLOAD IMAGES HERE](#)

Unlock interactive baby doll moments with Baby Grows Up Berry Boo! This BABY ALIVE doll starts as a newborn, where you can rock her and give her Baby's First Bottle. As she grows into a baby, she will kick out of her swaddle! Give baby her bottle and pacifier to reveal Baby's First Tooth! Then, feed her Baby's First Snack and watch as the bite "disappears" when the pretend food touches her mouth. When you hear a chime, it is time for Berry Boo to stand up and become a toddler. Dress her in Baby's First Big Girl Fashion with BABY ALIVE clothes and shoes and use pretend scissors to imagine Baby's First Haircut. Berry Boo will also speak sweet phrases for Baby's First Words, with over 75 sounds and phrases! When playtime is over, power the doll off and on to reset and check off milestones on the growth chart. Discover magical moments with BABY ALIVE accessories, playsets, and baby dolls for girls and boys!

CROSSFIRE GAME

(Ages 7 & Up | 2 Players | Approx. Retail Price: \$19.99 | Available: 7/1/2026)

[DOWNLOAD IMAGES HERE](#)

Get ready for a rapid-fire battle in the Crossfire game! Load a blaster, aim, and fire marbles at the two targets. Drive one into an opponent's endzone to score a point! Players can quickly reload the metal marbles into the blasters, so the action doesn't stop. Track your points with each target you score — the first player to hit 5 points is the champ! Test strategy and skills with this heart-pumping family game for kids, tweens, teens, and adults. When done playing, store all components in the arena and fold it into a handled case for an ideal travel game. Indoor active games and 2 player board games make cool gifts for kids, so the Crossfire game is a great choice for those looking for birthday or Christmas and holiday gifts.

FURBY VIBES

(Ages 6 & Up | Approx. Retail Price: \$44.99 | Available at most major retailers starting 7/15/26)

[DOWNLOAD IMAGES HERE](#)

It's time to get totally FURB-ulous with FURBY Vibes! You choose the vibe with interactive glasses that unlock 3 unique modes with music and games. For a sweet vibe, put on the star-shaped glasses to activate Star Diva mode with the Freeze Dance game. Get into Zen Time with the cucumber glasses in Chill Spa mode with soothing sounds. Punk Rocker mode brings bold energy with the dark glasses that activate the Punk Band game and sassy phrases. FURBY Vibes also has a super long and bendable hair tuft to style with fashion accessories including 3 hair clips and a comb. Since this FURBY toy can only speak the unique Furby language called Furbish, they come with instructions including a Furbish dictionary.

MARVEL SPIDEY AND HIS AMAZING FRIENDS RESCUE-WEBS WEB-QUARTERS

(Ages 3 & Up | Approx. Retail Price: \$64.97 | Available Summer 2026 at most major retailers)

[DOWNLOAD IMAGES HERE](#)

Imagine daring rescue missions with the Marvel Rescue-Webs Web-Quarters from Hasbro, featuring design inspired by the Disney Jr. series *Spidey and his Amazing Friends!* Playset includes a 3-inch Spidey action figure and Trace-E bot figure, character-inspired accessories, and features lights & sounds, a swinging fire pole, multiple vehicle ramps, and more. Use the elevator to get to the secret control room, press a button to launch the mini firetruck down the ramp, or press a button to drop the Spidey toy into the vehicle and watch as they roll to the rescue! Look for more Marvel action figures and vehicle toys to build an awesome collection. Spidey toys, such as figures & playsets, also make great gifts for kids ages 3 and up (each sold separately, subject to availability).

MONOPOLY DEAL NO MERCY

(Ages 8 & Up | Approx. Retail Price: \$9.99 | Available March 2026 at Walmart and July 2026 at most major retailers including Amazon and Target)

[DOWNLOAD IMAGES HERE](#)

Make bank, not friends, in the most ruthless MONOPOLY Deal edition yet! In the MONOPOLY Deal No Mercy card game, expect meaner swaps, sneakier deals, and nastier schemes. Players race to be the first to collect 3 property sets — but watch out: unlike the classic MONOPOLY Deal game, sets can be stolen instantly! Action cards have been given a merciless upgrade — use them to charge double rent, snatch an opponent's Bank, or force them to hand over cards when they can't pay. Perfect for game nights, parties, or on-the-go fun, this wildly entertaining card game is a hit with families and kids, making it a standout gift for strategy and card game fans alike.

NERF REBEL OPS AMMOHAWK

(Ages 8 & Up | Approx. Retail Price: \$9.99 | Available July 2026 at most major retailers)

[DOWNLOAD IMAGES HERE](#)

Become the main character with NERF Rebel Ops blasters! Each blaster is designed for a different role in battle. Choose the character with the ultimate abilities you want for dominating every battle and mission. The NERF Rebel Ops Ammohawk gives battlers the versatility they need to challenge opponents and go on the defensive. The 2 dartshields can attach multiple ways so you can use your overpowering tactics to crush the competition: Create a menacing profile to challenge opponents with an aggro attitude, or load out a defensive barrier to deflect incoming darts. Each dartshield stores 10 NERF Elite foam darts, allowing battlers to reload quickly. The blaster has front-loading 4-dart capacity and pull back priming. Eyewear recommended (not included). No batteries required.

NERF REBEL OPS DEADEYE

(Ages 8 & Up | Approx. Retail Price: \$19.99 | Available July 2026 at most major retailers)

[DOWNLOAD IMAGES HERE](#)

Become the main character with NERF Rebel Ops blasters! Each blaster is designed for a different role in battle — choose the character with the ultimate abilities you want for dominating every battle and mission. The NERF Rebel Ops Deadeye blaster gives battlers the ultimate ability of selecting between 3 battle modes: Distance, Damage, and Defense. It's versatile and modular, so you can adapt your strategy mid-battle. Create 3 different combinations with the 2 multi-use attachments included: a shieldstock that's both a stabilizing buttstock and a dart deflector shield, and a scope-barrel that's a visual scope and a barrel extension. The pump-action NERF Rebel Ops Deadeye blaster comes with 30 NERF Elite foam darts and has an 8-dart capacity cylinder. There's 10-dart storage on the stock for rapid reloads. Eyewear recommended (not included). No batteries required.

NERF REBEL OPS DOOM CANNON

(Ages 8 & Up | Approx. Retail Price: \$44.99 | Available July 2026 at most major retailers)

[DOWNLOAD IMAGES HERE](#)

Become the main character with NERF Rebel Ops blasters! Each blaster is designed for a different role in battle. Choose the character with the ultimate abilities you want for dominating every battle and mission. The NERF Rebel Ops Doom Cannon smashes all battle boundaries with its massive dart capacity and intimidating size. Become the heavy hailfire hero with this blaster that holds a jaw-dropping 60 NERF Elite darts and unleashes them 3 at a time from reloadable supershells. Level up the dart barrage by unleashing all 12 darts fast with slam-fire action. The pump-action blaster includes 5 supershells that each hold 12 darts. Load one shell for firing, and store the other 4 shells on the blaster within easy reach for rapid reloads. Includes 60 NERF Elite foam darts. Eyewear recommended (not included). No batteries required.

PEPPA PIG READY, PEDAL, GO PEPPA

(Ages 3 & Up | Approx. Retail Price: \$39.99 | Available at most major retailers starting 7/15/26)

[DOWNLOAD IMAGES HERE](#)

Help Peppa learn to ride her bike with the Ready, Pedal, Go Peppa playset! Put on Peppa's helmet and attach the push stick to the bike. Kids can push the toy bike along while she "learns" to ride, then detach the stick, give her a push, and watch her magically pedal her bike all by herself! Peppa knows when she's on the bike and when the push stick is attached or detached and will react with more than 75 sounds and phrases. The PEPPA PIG playset comes with a sticker sheet so kids can decorate the bicycle and helmet and use the bandage stickers to help fix Peppa up after a spill. Preschool toys like this one make wonderful gifts for kids 3 and up.

PLAY-DOH BARBIE BEACH DAY CROCHET

(Ages 5 & Up | Approx. Retail Price: \$19.99 | Available at most major retailers starting 7/15/26)

[DOWNLOAD IMAGES HERE](#)

Create cute seaside styles with the PLAY-DOH Barbie Beach Day Crochet set! It's easy and fun to make PLAY-DOH Barbie doll clothing with this arts and crafts kit. Just place the doll on the stand, use the PLAY-DOH Pattern sheet and cutters to cut Barbie clothes, and dress her up in the most creative ways imaginable. Use the crochet cutter tool to cut a crochet-inspired accessory out of compound. Use it as a shoulder wrap or over the base of her skirt! Then, customize the look using the floral stamper to add fun design elements.

PLAY-DOH BARBIE DESIGNER PATTERN STUDIO

(Ages 5 & Up | Approx. Retail Price: \$39.99 | Available at most major retailers starting 7/15/26)

DOWNLOAD IMAGES HERE

Take stylish creations to a new level of customization with the Designer Pattern Studio PLAY-DOH Barbie Playset! The pattern maker machine enables aspiring fashion designers to turn PLAY-DOH colors into customized pattern sheets. Pattern sheets are flattened PLAY-DOH modeling compound designed to look like pretend fabric with fun designs for making Barbie clothes. Choose one or more PLAY-DOH colors to fill the base plate and a pattern plate. Place each plate on the machine and crank the handle to flatten the compound, then combine! Once kids have an awesome customized pattern sheet, they can use the PLAY-DOH accessories and supplies to cut out skirts, tops, and other design elements.

PLAY-DOH BARBIE GEMS & RIBBONS GLAM

(Ages 5 & Up | Approx. Retail Price: \$19.99 | Available at most major retailers starting 7/15/26)

DOWNLOAD IMAGES HERE

Create superstar styles with the Gems & Ribbons Glam set! It's easy and fun to make PLAY-DOH Barbie doll clothing with this arts and crafts kit, just place the doll on the stand, use the PLAY-DOH Pattern sheet and cutters to cut Barbie clothes, and dress her up in the most creative ways imaginable. Fill the ribbon maker tool with compound, then press down to create beautiful swirling ribbons. Add them to her skirt or top for a showstopping look! Then, customize the look using the gemstone stamper to add fun design elements.

PLAY-DOH SUPER SIZZLIN' KITCHEN PLAYSET

(Ages 3 & Up | Approx. Retail Price: \$44.99 | Available at most major retailers starting 7/15/26)

DOWNLOAD IMAGES HERE

Fire up their imaginations with the Play-Doh Super Sizzlin' Kitchen Playset! This innovative pretend play kitchen features real cooking toy sounds activated by the interactive cookware and kids' Play-Doh creations. Fry up a pretend burger on the skillet to hear sizzling sounds or throw some make-believe pasta into the pot to hear bubbly boiling sounds. The removable deluxe pasta maker comes with 4 attachments to make different varieties of pasta. Don't forget to squeeze a side of silly fries at the fryer! Fun tomato and cheese-shaped containers each have 2 ounces of Play-Doh compound inside and the containers can double as molds for play and store fun. With over 25 pretend foods to create and customize, future chefs have so many options for their make-believe menu.



TRANSFORMERS CYBERWORLD ENERAGON SURGE BUMBLEBEE POWER SPARK

(Ages 8 & Up | Approx. Retail Price: \$54.99 | Available Summer 2026 at participating retailers)

DOWNLOAD IMAGES HERE

Power kids' imaginations with the TRANSFORMERS CYBERWORLD Eneragon Surge Bumblebee Power Spark toy! This giant 11-inch robot action figure changes to a car toy in 4 quick, simple steps. Bumblebee's chest lights up with "Eneragon Surge" power; place included glow-in-the-dark mask or other Eneragon Surge figures and accessories (sold separately, subject to availability) inside to reveal glow-in-the-dark details. Press the button to hear exciting sounds and phrases and hold the button down to "overload" Bumblebee with Eneragon power and activate villain sound effects. Kids can lean into Bumblebee's dark alter ego by turning his head to reveal a villainous expression. Interactive TRANSFORMERS Bumblebee figure comes with accessories that attach in both modes and can be combined into a bee drone. Requires 3x A76/LR44 batteries. Look for more TRANSFORMERS CYBERWORLD featuring favorite characters like Optimus Prime, Megatron, and more (each sold separately, subject to availability).

STAR WARS ACTION BUDDY GROGU

(Ages 4 & Up | Approx. Retail Price: \$54.99 | Pre-order on February 13 at 1 PM ET on Hasbro Pulse and participating retailers; available Spring 2026)

DOWNLOAD IMAGES HERE

Epic adventures await with the *STAR WARS* Action Buddy Grogu figure, an interactive toy for kids and fans alike! Featuring 50+ sound and movement combos, this *STAR WARS* toy is great for action-packed adventures and out-of-this-world snuggles when it's time to rest. Press Grogu's head to activate different reactions, like moving his head, closing his eyes, and of course, making adorable sounds. This 10-inch *STAR WARS* plush animatronic features a soft body, so kids can give Grogu love and cuddles after a day of on-the-go play. Plus, he's ready to go right out of the box with 3x AA batteries included. Look for even more Grogu and Mandalorian movie toys to give as gifts for *STAR WARS* fans ages 4+ (each sold separately, subject to availability).

PEPPA PIG SPRINGTIME DRESS-UP FIGURE

(Ages 3 & Up | Retail Price: \$10.99 |

Available at most major retailers starting 1/1/26)

[DOWNLOAD IMAGES HERE](#)

Celebrate springtime with the PEPPA PIG Springtime Dress-Up doll! Kids can dress the 6-inch Peppa doll with six fun accessories, like bunny ears, bunny shoes, a feathered chick capelet, and an Easter egg basket. They can mix and match to create all kinds of playful looks! Add even more options by collecting other PEPPA PIG friends. Perfect for kids ages 3 and up, this set makes a great gift for any little PEPPA PIG fan.



PLAY-DOH EASTER BAG

(Ages 3 & Up | Approx. Retail Price: \$9.99 | Available now)

[DOWNLOAD IMAGES HERE](#)

A treat without the sweet! Spring into imaginative fun with the PLAY-DOH Easter Bag. It's a rainbow in a bag with 9 plastic PLAY-DOH eggs each filled with 2 ounces of modeling compound in a variety of festive colors. A great non candy treat for Easter Egg hunts, basket toys, bunny gifts, and more. Crack open this toy to unlock girls' and boys' imaginations for all kinds of creative occasions.

FURBY DJ FURBLETS

(Ages 6 & Up | Approx. Suggested Retail Price: \$12.99, sold separately | Available at most major retailers starting 7/15/26)

[DOWNLOAD IMAGES HERE](#)

With a stretchy body, fun sounds, and a quirky personality, FURBY DJ Furblet is the weird and wonderful little friend you didn't know you needed in your life! These mini DJ FURBYs bring the party with a stretchy plushie body, fun music, sounds, and the unique Furbish language. Stretch the body to start a song or make a song hilariously speed up while it's playing for silly sensory play. There's a button to retract the mini FURBY toy to its original size, (like a tape measure.) Pressing the heart gem also plays music, and the mouth makes silly feeding noises and sound effects. DJ Furblets also make great travel toys for kids to clip to a bag and bring along on their next adventure!

WAVE 2

- > **FURBY DJ Furblet Flut-Ter-Luv:** This colorful cutie has a dreamy butterfly print and big-hearted vibes, fluttering in to remind everyone to stay kind and shine bright.
- > **FURBY DJ Furblet Smiles-A-Lot:** Covered in groovy smiley faces, this cheerful Furblet is here to spread good vibes and keep the party feeling sunny.
- > **FURBY DJ Furblet Flower-Ella:** Decked out in daisy florals, Flower-Ella brings major flower power energy and loves to keep things light, bright, and full of fun.
- > **FURBY DJ Furblet Razz-Ma-Tazz:** With bold rainbow zebra stripes and a big personality to match, Razz-Ma-Tazz turns every moment into a wild, colorful jam session.

FURBY MINIS SURPRISE 2-PACK SERIES 2

(Ages 5 & Up | Approx. Suggested Retail Price: \$3.99 | Available now at most major retailers)

[DOWNLOAD IMAGES HERE](#)

Oh-kah-tee! These FURBY Minis are tiny, adorable, and full of personality! These 1-inch figures are a fun and easy way to add a little FURBY joy to your day. Open the blind bag to discover two mystery figures with lenticular eyes and soft hair tufts inside. They make great stocking stuffers, Easter surprises, party favors, and more — perfect for any celebration. This new series includes 24 characters to collect, so you never know who you'll meet next! Each pair sold separately. Subject to availability.



HASBRO NANO-MALS INTERACTIVE PETS

(Ages 5 & Up | Retail Price: \$19.99 | Available at most major retailers 6/1/26)

DOWNLOAD IMAGES HERE

Unlock a world of fidgety, fashionable pocket-sized pets with Nano-mals, from the makers of FURBY Furblets! Nano-mals are electronic fidget toys and mini companions that need your love! Each Nano-mals character has a color-changing heart meter that kids can fill in so many satisfying ways. If the heart meter is blue, they need pets, so press their ears. If the heart is orange, they are hungry — press the mouth to pretend feed them. Is the heart pink? Click the arms up and down to make them dance. What about purple? They want to move! Flip, catch, or shake to fill the heart. Each Nano-mal will celebrate a full heart with a song and colorful lights show. Give Nano-mals some extra flair with an included textured outfit. Plus, each comes with an attached clip, so they make a great kids keychain or backpack charm. Nano-mals are the perfect gift for kids who love animal toys, digital pets, and fidget toys.

WAVE 2

> HASBRO NANO-MALS CATTSANDRA THE CATICORN:

Makeup and face paint are Catssandra's passions! She loves watching makeup tutorials on MeowTube and giving her friends makeovers. Sleepovers at Catssandra's house are pawsitively purr-fect!

> **HASBRO NANO-MALS RUFFAEL THE HUSKY DOG:** Give this dog a microphone because Ruffael can sing! He recently landed the lead role in his school's musical and he's even considering auditioning for the hit TV show, Pup's Got Talent.

> **HASBRO NANO-MALS PANGELICA THE PANDA:** Pangelica is an artist through and through. Drawing, sculpting, sidewalk chalk — she's tried it all! But painting is where she truly shines. She even painted a mural of all her friends on her bedroom wall!

> HASBRO NANO-MALS DINOTELLA THE DINOSAUR:

Dinotella has a green thumb — literally and figurately! She's the leader of her school's gardening club and even grows a few veggies at home. Those cherry tomatoes in tonight's salad? Courtesy of Dinotella!



TRANSFORMERS US SOCCER FEDERATION BREAKAWAY

(Ages 8 & Up | Approx. Retail Price: \$27.99 | Pre-Order in March TBD on Walmart and Hasbro Pulse; available Spring 2026)

DOWNLOAD IMAGES HERE

Experience the epic combo of TRANSFORMERS robots and the US Soccer Federation with the TRANSFORMERS Breakaway toy! The 5.5-inch figure converts from robot action figure to soccer ball mode in 33 steps. With intricate poseability and a mini soccer ball accessory, this unique collaborative action figure makes an awesome addition to any TRANSFORMERS or US Soccer collection or a cool gift for soccer players ages 8 and up. Look for more TRANSFORMERS collectible toys to create a lineup that is — More Than Meets the Eye (each sold separately, subject to availability).

MARVEL AVENGERS CAPTAIN AMERICA BATTLE-REACT SHIELD

(Ages 3 & Up | Approx. Retail Price: \$29.99 | Available Spring 2026 at most major retailers)

DOWNLOAD IMAGES HERE

Imagine gearing up to save the world with the Marvel Avengers Captain America Battle-React Shield from Hasbro! This electronic toy for kids features 8 LEDs and 12 battling sound effects. Designed with motion activation, the lights and sounds react to the way kids play, fully immersing them in exciting adventures they can imagine. Featuring design inspired by the Marvel comics, boys and girls will love recreating favorite scenes and imagining their own superpowered adventures. Makes a great addition to any Captain America Halloween costume. Requires 3x AA/LR6 batteries (included). Look for more Marvel toys for kids, including Super Hero action figures, playsets, vehicles, and role play gear, to build a collection or give as gifts on birthdays and other special occasions (each sold separately, subject to availability).

MARVEL IRON MAN AND HIS AWESOME FRIENDS GIANT-SIZED ARMOR FIGURES ASSORTMENT

(Ages 3 & Up | Approx. Retail Price: \$21.99 | Available Summer 2026 at most major retailers)

DOWNLOAD IMAGES HERE

Join Team Iron Man on the latest giant-sized adventures with Marvel Giant-Sized Armor toy sets from Hasbro! These action figure sets include a 3-inch tall action figure and an 8-inch tall mech suit the figure fits inside. Also includes a 2-in-1 accessories, compatible with both the figure and the giant-sized mech! Featuring design inspired by the Disney Jr. series *Iron Man and his Awesome Friends*, kids ages 3 and up will love recreating favorite scenes and imagining their own superpowered adventures. Look for even more Marvel toys for kids, including figures, vehicles, and playsets for boys and girls, featuring fan-favorite characters and entertainment-inspired design. The MARVEL IRON MAN AND HIS AWESOME FRIENDS GIANT-SIZED ARMOR FIGURES ASSORTMENT includes Iron Man and Ultron (each sold separately, subject to availability).

MARVEL IRON MAN AND HIS AWESOME FRIENDS ACTION FIGURE 2-PACKS

(Ages 3 & Up | Approx. Retail Price: \$10.99 | Available Summer 2026 at most major retailers)

DOWNLOAD IMAGES HERE

Join Team Iron Man on the latest armored adventures with these Marvel toy sets from Hasbro! Each set includes 2 action figures, as well as detachable, character-inspired accessories, and features design inspired by the Disney Jr. series *Iron Man and his Awesome Friends*. Kids ages 3 and up can recreate favorite scenes or imagining their own adventures with these figure packs. Look for even more Marvel toys for kids, including figures, vehicles, and playsets for boys and girls, featuring fan-favorite characters and entertainment-inspired design. The MARVEL IRON MAN AND HIS AWESOME FRIENDS ACTION FIGURE 2-PACKS includes Iron Antics Pack and Hammer & Havoc Pack (each sold separately, subject to availability).

MARVEL IRON MAN AND HIS AWESOME FRIENDS GIANT-SIZED ARMOR IRON JET

(Ages 3 & Up | Approx. Retail Price: \$29.99 |
Available Summer 2026 at most major retailers)

[DOWNLOAD IMAGES HERE](#)

Join Team Iron Man on the latest giant-sized adventures with the Marvel Iron Man Giant-Sized Armor Jet from Hasbro! This action figure and toy vehicle set includes poseable 3-inch Iron Man and Ultron action figures, as well as a giant-sized mech suit and airplane toy. Featuring design inspired by the Disney Jr. series *Iron Man and his Awesome Friends*, kids ages 3 and up will love recreating favorite scenes and imagining their own high-flying adventures. Figure fits inside mech and mech fits inside the vehicle. Look for even more Marvel toys for kids, including figures, vehicles, and playsets for boys and girls, featuring fan-favorite characters and entertainment-inspired design (each sold separately, subject to availability).

MARVEL IRON MAN AND HIS AWESOME FRIENDS HALL OF ARMOR PLAYSET

(Ages 3 & Up | Approx. Retail Price: \$27.99 |
Available Summer 2026 at most major retailers)

[DOWNLOAD IMAGES HERE](#)

Get ready to gear up for high-tech adventures with the Hall of Armor Playset from Hasbro! Simply load the included armor wings accessories and press the top button to rotate the hex plate and select the desired armor. Place the included, poseable 3-inch Iron Man toy on the center platform, then pull down on the helmet to instantly suit up! Comes with jet wings, glider wings, and hover wings accessories. Iron Man and his Awesome Friends toys feature iconic characters, including Iron Hulk and Ironheart. Look for even more figures and vehicles to collect, featuring kid-favorite characters and entertainment-inspired design (each sold separately, subject to availability).

MARVEL IRON MAN AND HIS AWESOME FRIENDS 9-INCH SUPERSIZED ACTION FIGURES ASSORTMENT

(Ages 3 & Up | Approx. Retail Price: \$11.99 |
Available early 2026 at participating retailers)

[DOWNLOAD IMAGES HERE](#)

Join Team Iron Man on the biggest adventures with these supersized Marvel toys! Standing 9-inches tall, these large-scale, poseable Super Hero action figures are big, friendly, and ready for adventure. Featuring design inspired by the Disney Jr. series *Iron Man and His Awesome Friends*, preschool kids can re-create favorite moments from the entertainment or imagine their own awesome adventures. The MARVEL IRON MAN AND HIS AWESOME FRIENDS 9-INCH SUPERSIZED ACTION FIGURES ASSORTMENT includes fan-favorite characters, including Iron Man and Black Panther (each sold separately, subject to availability).

MARVEL SPIDER-MAN ACTIONVERSE ACTION FIGURES ASSORTMENT

(Ages 4 & Up | Approx. Retail Price: \$9.99 |
Available early 2026 at participating retailers)

[DOWNLOAD IMAGES HERE](#)

Kids can imagine wall-crawling action and adventure with Marvel Spider-Man ActionVerse toys from Hasbro! Give playtime a powerful boost with these Spidey figures, featuring 9 points of articulation for poseable webheaded play and display. Each 4.5-inch Super Hero ActionVerse action figure comes with multiple detachable, character-inspired accessories, as well as a reusable accessory storage rack. The MARVEL SPIDER-MAN ACTIONVERSE ACTION FIGURES ASSORTMENT includes Venom, Spider-Man, Ghost-Spider, and Miles Morales (each sold separately, subject to availability).

MARVEL SPIDEY AND HIS AMAZING FRIENDS ACTION FIGURES & ACCESSORIES ASSORTMENT

(Ages 3 & Up | Approx. Retail Price: \$4.99 | Available early 2026 at participating retailers)

[DOWNLOAD IMAGES HERE](#)

Join Team Spidey on the latest wall-crawling adventures with these collectible Marvel figures! This line of 3-inch Marvel Spider-Man toys feature entertainment-inspired design and deco, as well as accessories that attach to the figures. Encourage big, imaginative, adventure play for kids ages 3 & up with these Marvel action figures! The MARVEL SPIDEY AND HIS AMAZING FRIENDS ACTION FIGURES & ACCESSORIES ASSORTMENT includes Hulk and Doc Ock (each sold separately, subject to availability).

MARVEL SPIDEY AND HIS AMAZING FRIENDS DANCE N' RESCUE SPIDEY

(Ages 3 & Up | Approx. Retail Price: \$47.97 | Available Summer 2026 at most major retailers)

[DOWNLOAD IMAGES HERE](#)

Gear up for interactive playtime full of music, dancing, and webtastic sounds and phrases with the Marvel Spidey and His Amazing Friends Dance 'N Rescue Spidey! This 10-inch figure is the perfect size for preschoolers and features 2 exciting modes of play. Press the icon on Spidey's chest to activate Spidey Mode, including classic sounds, phrases, and the "Do the Spidey" song. Or place the fire helmet on the top of Spidey's head and press down to activate Rescue Mode, including rescue sounds and phrases, as well as the "Rescue-Webs Go" song. In both modes, Spidey will shuffle forward and swing his arms back and forth in cool dance moves. Attach the included water web accessory to his arm to imagine daring rescues. Look for more from Marvel, including figures, toy vehicles, and role play toys, to start a collection or give as gifts for kids (each sold separately, subject to availability).

MARVEL SPIDEY AND HIS AMAZING FRIENDS DANCE N' RESCUE SPIN

(Ages 3 & Up | Approx. Retail Price: \$47.97 | Available Summer 2026 exclusively at Amazon)

[DOWNLOAD IMAGES HERE](#)

Gear up for interactive playtime full of music, dancing, and webtastic sounds and phrases with the Marvel Spidey and His Amazing Friends Dance 'N Rescue Spin! This 10-inch figure is the perfect size for preschoolers and features 2 exciting modes of play. Press the icon on Spin's chest to activate Spin Mode, including classic sounds, phrases, and the "Do the Spidey" song! Or place the fire helmet on the top of Spin's head and press down to activate Rescue Mode, including rescue sounds and phrases, as well as the "Rescue-Webs Go" song. In both modes, Spin will shuffle forward and swing his arms back and forth in cool dance moves. Attach the included water web accessory to his arm to imagine daring rescues. Look for more from Marvel, including figures, toy vehicles, and role play toys, to start a collection or give as gifts for kids (each sold separately, subject to availability).

MARVEL SPIDEY AND HIS AMAZING FRIENDS RESCUE-WEBS FIRETRUCK

(Ages 3 & Up | Approx. Retail Price: \$39.97 | Available Summer 2026 exclusively at Walmart)

[DOWNLOAD IMAGES HERE](#)

Imagine racing to the rescue with the Marvel Spidey and his Amazing Friends Rescue-Webs Firetruck from Hasbro! Firetruck features 21 SFX, smooth rolling wheels and a repositionable ladder with rescue bucket and comes with a 3-inch Spidey toy. There's also an additional toy vehicle included — a mini helicopter that fits right inside the truck for immediate air support! Firetruck also fits 3 poseable 3-inch figures in the front and rear seats. Look for more Marvel Super Hero toys to build a cool collection of action figures, role play toys, and playsets for kids ages 3 and up (each sold separately, subject to availability).

SPIDEY AND HIS AMAZING FRIENDS TEAM SPIDEY COPTER

(Ages 3 & Up | Approx. Retail Price: \$27.99 |
Available early 2026 at participating retailers)

[DOWNLOAD IMAGES HERE](#)

Imagine high-flying action and adventure with the Marvel Spidey and His Amazing Friends Team Spidey Copter! This girls & boys 3-inch action figure and toy vehicle set comes with a stylized helicopter and Spidey figure. Imagine saving the day with this Spidey copter, featuring spinning blades, a web canopy that opens and closes, fold-in landing skids, web accessory, projectile launcher, retractable web handgrip, and secret storage compartment! It also fits all 3 core Team Spidey characters inside, including Spidey, Miles “Spin” Morales, and Ghost-Spider (additional figures each sold separately, subject to availability). This playset figure boasts design inspired by the Disney Jr. series *Spidey and His Amazing Friends*. Look for even more Marvel Spidey toys from Hasbro to build an amazing collection or give as cool Marvel gifts for preschool kids, including action figures, playsets, toy vehicles, and role play gear (each sold separately, subject to availability).



MARVEL SPIDEY AND HIS AMAZING FRIENDS SYMBIE FACTORY PLAYSET

(Ages 3 & Up | Approx. Retail Price: \$29.97 |
Available Summer 2026 exclusively at Walmart)

[DOWNLOAD IMAGES HERE](#)

Imagine the mischievous Symbie making trouble with bubbles with the Marvel Symbie Factory Playset from Hasbro! Playset features include a bubble maker, light-up effects, swing, repositionable slide, design inspired by the Disney Jr. series Spidey and his Amazing Friends, and more. Comes with 2.5-inch (6.3 cm) Symbie and 3-inch (7.6 cm) Symbie-Spidey action figures, as well as a bubble refill bottle with solution. Clean and dry the Symbie Factory Playset after each use (see instructions for more details). Look for more Marvel action figures and vehicle toys to build an awesome collection. Spidey toys, such as figures & playsets, also make great gifts for kids ages 3 and up. Available characters include Miles “Spin” Morales, Ghost-Spider, Captain America: Steve Rogers, Black Panther, and Iron Man (each sold separately, subject to availability).

MARVEL SPIDEY AND HIS AMAZING FRIENDS 3-INCH ACTION FIGURES & VEHICLES ASSORTMENT

(Ages 3 & Up | Approx. Retail Price: \$10.99 |
Available early 2026 at participating retailers)

[DOWNLOAD IMAGES HERE](#)

Race in to save the day alongside Team Spidey with Marvel Spidey and His Amazing Friends action figure and vehicle sets! These awesome toy vehicles each come with a poseable 3-inch action figure that fits inside, so kids ages 3 and up can imagine speeding into action and adventure. The MARVEL SPIDEY AND HIS AMAZING FRIENDS 3-INCH ACTION FIGURES & VEHICLES ASSORTMENT includes Ghost-Spider Copter, Miles “Spin” Morales Techno-Racer, and Spidey Web Crawler (each sold separately, subject to availability).

PLAY-DOH MARVEL IRON MAN BLAST LAUNCHER

(Ages 4 & Up | Approx. Suggested Retail Price: \$9.99 | Available at most major retailers starting 1/1/26)

[DOWNLOAD IMAGES HERE](#)

Suit up for DOH-IFIED action with the PLAY-DOH Iron Man Blast Launcher! Load the backpack armor to create and launch PLAY-DOH compound plasma particles, then power up Iron Man with custom creations on his bendable arms and legs. The stand doubles as a book-mold to shape energy blasts that look like they're firing straight from his suit. A fun, hands-on gift for kids 4 years and up and a creative pick for any Marvel fan.

TRANSFORMERS CYBERWORLD ENERCON SURGE AUTOBOT HOUND ULTIMATE CYBER CHANGERS

(Ages 6 & Up | Approx. Retail Price: \$21.99 | Available Summer 2026 at participating retailers)

[DOWNLOAD IMAGES HERE](#)

Power kids imaginations with the CYBERWORLD Energon Surge Autobot Hound Ultimate Cyber Changers figure! This feature-packed, 6.5-inch TRANSFORMERS action figure offers lots of ways to play. Pop open the figure's chest to reveal awesome hidden Energon details and imagine cool power-ups. Change between robot toy and truck toy in 2 simple steps and attach the included translucent Energon armor accessories in both modes. These Cyber Changers figures (sold separately, subject to availability) can clip on and ride in truck mode. Armor pieces have glow-in-the-dark details and can combine into a crystal that kids can "power up" with the Energon Surge Bumblebee Power Spark toy (sold separately, subject to availability). Look for more CYBERWORLD toys to build out their world with favorite characters like Optimus Prime, Megatron, and more. Great stocking stuffers, Easter basket fillers, or birthday gifts for boys and girls 6 and up.

TRANSFORMERS CYBERWORLD ENERCON SURGE SOUNDWAVE DEEP SEA EXPLORER

(Ages 6 & Up | Approx. Retail Price: \$32.99 | Available Summer 2026 at participating retailers)

[DOWNLOAD IMAGES HERE](#)

Power kids imaginations with the CYBERWORLD Energon Surge Soundwave Deep Sea Explorer figure! This feature-packed, 9-inch TRANSFORMERS action figure offers lots of ways to play. Change between robot toy and sea monster submarine toy in 3 simple steps. Capture Cyber Changers figures (sold separately, subject to availability) using the bendy tentacles, tentacle grabber claw, or the sea monster sub's chomping jaws. Soundwave comes with a glow-in-the-dark mask that kids can "power up" with the Energon Surge Bumblebee Power Spark toy (sold separately, subject to availability). Look for more CYBERWORLD toys to build out their world with favorite characters like Optimus Prime, Megatron, Shockwave, and more.

TRANSFORMERS CYBERWORLD ENERGON SURGE CYBER CHANGERS ASSORTMENT

(Ages 6 & Up | Approx. Retail Price: \$10.99 | Available Summer 2026 at participating retailers)

DOWNLOAD IMAGES HERE

Power kids' imaginations with the Energon Surge Cyber Changers figures! These 4-inch toys change from robot to alt mode that are simple enough for kids ages 6 and up. CYBERWORLD Energon Surge figures have translucent and glow-in-the-dark details that get "powered up" by the Energon Surge Bumblebee Power Spark toy (sold separately, subject to availability). Look for more CYBERWORLD toys to build out their world. Great stocking stuffers, Easter basket fillers, or small gifts for boys and girls.

This assortment includes the following products (each sold separately subject to availability):

- > **Optimus Prime** — changes from robot mode to truck mode in 4 steps
- > **Megatron** — changes from robot mode to robo-bull mode in 3 steps
- > **Cheetor** — changes from robot mode to snow leopard mode in 3 steps

TRANSFORMERS CYBERWORLD ENERGON SURGE OPTIMUS PRIME ARMORED CYBER CHANGERS ASSORTMENT

(Ages 6 & Up | Approx. Retail Price: \$16.99 | Available Summer 2026 at participating retailers)

DOWNLOAD IMAGES HERE

Power kids' imaginations with the Energon Surge Armored Cyber Changers figures! These 4-inch toys change from robot to alt mode in just 2 steps and comes with awesome translucent Energon armor pieces. Attach the armor in either mode, or combine the armor pieces to create an Energon crystal. CYBERWORLD Energon Surge figures and accessories have translucent and glow-in-the-dark details that get "powered up" by the Energon Surge Bumblebee Power Spark toy (sold separately, subject to availability). Look for more CYBERWORLD toys to build out their world. Great stocking stuffers, Easter basket fillers, or birthday gifts for boys and girls 6 and up. This assortment includes Optimus Prime and Megatron (each sold separately subject to availability).

BABY ALIVE BURT'S BEES COZY STRIPES, BLONDE HAIR

(Ages 18 months & Up | Approx. Suggested Retail Price: \$19.99, sold separately | Available at Amazon USA 11/1/26)

DOWNLOAD IMAGES HERE

Discover sweet and sleepy styles with the BABY ALIVE Burt's Bees Cozy Stripes baby doll! In partnership with Burt's Bees, this BABY ALIVE doll features an adorable design and outfit. Body is made from soft, snuggly materials designed for comfort. She comes with a pretend play pacifier so kids can practice a nurturing bedtime routine for baby. The blonde hair doll wears a soft one-piece sleeper inspired by the Burt's Bees Baby Rugby Stripe pattern. Look for Rugby Stripe pajamas for kids for adorable matching moments between doll and child! (Burt's Bees Baby clothing sold separately. Subject to availability.) Children as young as 18 months old can practice bedtime routines alongside soft baby dolls for girls, boys, and all kids! Doll contains new and recycled polyester material and comes in packaging made from recycled material.

BABY ALIVE BURT'S BEES COZY STRIPES, BRUNETTE HAIR

(Ages 18 months & Up | Approx. Suggested Retail Price: \$19.99, sold separately | Available at Amazon USA 11/1/26)

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BABY ALIVE BURT'S BEES COZY STRIPES, BLACK HAIR

(Ages 18 months & Up | Approx. Suggested Retail Price: \$19.99 sold separately | Available at Amazon USA 11/1/26)

DOWNLOAD IMAGES HERE

Discover sweet and sleepy styles with the BABY ALIVE Burt's Bees Cozy Stripes baby doll! In partnership with Burt's Bees, this BABY ALIVE doll features an adorable design and outfit. Body is made from soft, snuggly materials designed for comfort. She comes with a pretend play pacifier so kids can practice a nurturing bedtime routine for baby. The black hair doll wears a soft one-piece sleeper inspired by the Burt's Bees Baby Rugby Stripe pattern. Look for Rugby Stripe pajamas for kids for adorable matching moments between doll and child! (Burt's Bees Baby clothing sold separately. Subject to availability.) Children as young as 18 months old can practice bedtime routines alongside soft baby dolls for girls, boys, and all kids! Doll contains new and recycled polyester material and comes in packaging made from recycled material.

BABY ALIVE BURT'S BEES MOONLIGHT CUDDLES, BLONDE HAIR

(Ages 18 months & Up | Approx. Suggested Retail Price: \$29.99, sold separately | Available at Target USA 11/1/26)

[DOWNLOAD IMAGES HERE](#)

Discover dreamy styles with the BABY ALIVE Burt's Bees Moonlight Cuddles baby doll! In partnership with Burt's Bees, this BABY ALIVE doll features an adorable design and outfit. Body is made from soft, snuggly materials designed for comfort. She comes with a pretend play bee plushie and outfit accessories so kids can practice a nurturing bedtime routine for baby. The blonde hair doll wears removable one-piece pajamas inspired by the Burt's Bees Baby Hello Moon pattern with bee-print bodysuit underneath. Children as young as 18 months old can practice bedtime routines alongside soft baby dolls for girls, boys, and all kids! Doll contains new and recycled polyester material and comes in packaging made from recycled material.



BABY ALIVE BURT'S BEES MOONLIGHT CUDDLES, BLACK HAIR

(Ages 18 months & Up | Approx. Suggested Retail Price: \$29.99, sold separately | Available at Target USA 11/1/26)

[DOWNLOAD IMAGES HERE](#)

Discover dreamy styles with the BABY ALIVE Burt's Bees Moonlight Cuddles baby doll! In partnership with Burt's Bees, this BABY ALIVE doll features an adorable design and outfit. Body is made from soft, snuggly materials designed for comfort. She comes with a pretend play bee plushie and outfit accessories so kids can practice a nurturing bedtime routine for baby. The black hair doll wears removable one-piece pajamas inspired by the Burt's Bees Baby Hello Moon pattern with bee-print bodysuit underneath. Children as young as 18 months old can practice bedtime routines alongside soft baby dolls for girls, boys, and all kids! Doll contains new and recycled polyester material and comes in packaging made from recycled material.

BABY ALIVE NIGHTTIME SNUGGLES BLONDE HAIR

(Ages 18 months & Up | Approx. Suggested Retail Price: \$29.99, sold separately | Available at most major retailers 7/15/26)

[DOWNLOAD IMAGES HERE](#)

Put baby down for her bedtime with the BABY ALIVE Nighttime Snuggles doll! Body is made from soft, snuggly materials designed for comfort. When she's sitting up, kids can press the tulip on her chest to activate sound effects like giggling and yawning. Then, lay her down to see her eyes automatically close and hear sweet, sleepy sounds. When she's laying down, she enters Sleep Mode, where her chest will rise and fall as though she's really breathing! Ready for bedtime to be over? Simply sit her up to make her eyes open and activate Awake Mode sounds. She comes with a pretend play bottle so kids can practice a mess-free bedtime routine for baby. The blonde hair baby wears a soft doll onesie that's perfect for imagining bedtime. Children as young as 18 months old can practice bedtime routines alongside soft baby dolls for girls, boys, and all kids!

BABY ALIVE NIGHTTIME SNUGGLES BLACK HAIR

(Ages 18 months & Up | Approx. Suggested Retail Price: \$29.99 sold separately | Available at most major retailers 7/15/26)

DOWNLOAD IMAGES HERE

Put baby down for her bedtime with the Baby Alive Nighttime Snuggles doll! Body is made from soft, snuggly materials designed for comfort. When she's sitting up, kids can press the lemon on her chest to activate sound effects like giggling and yawning. Then, lay her down to see her eyes automatically close and hear sweet, sleepy sounds. When she's laying down, she enters Sleep Mode, where her chest will rise and fall as though she's really breathing! Ready for bedtime to be over? Simply sit her up to make her eyes open and activate Awake Mode sounds. She comes with a pretend play bottle so kids can practice a mess-free bedtime routine for baby. The black hair baby wears a soft doll onesie that's perfect for imagining bedtime. Children as young as 18 months old can practice bedtime routines alongside soft baby dolls for girls, boys and all kids!

**BABY ALIVE NIGHTTIME SNUGGLES BRUNETTE HAIR**

(Ages 18 months & Up | Approx. Suggested Retail Price: \$29.99, sold separately | Available at most major retailers 7/15/26)

DOWNLOAD IMAGES HERE

Put baby down for her bedtime with the Baby Alive Nighttime Snuggles doll! Body is made from soft, snuggly materials designed for comfort. When she's sitting up, kids can press the duck on her chest to activate sound effects like giggling and yawning. Then, lay her down to see her eyes automatically close and hear sweet, sleepy sounds. When she's laying down, she enters Sleep Mode, where her chest will rise and fall as though she's really breathing! Ready for bedtime to be over? Simply sit her up to make her eyes open and activate Awake Mode sounds. She comes with a pretend play bottle so kids can practice a mess-free bedtime routine for baby. The brunette baby wears a soft doll onesie that's perfect for imagining bedtime. Children as young as 18 months old can practice bedtime routines alongside soft baby dolls for girls, boys, and all kids!

PEPPA PIG JOKE & SING GEORGE FIGURE

(Ages & Up | Approx. Retail Price: \$22.99 | Available 2/4/26)

DOWNLOAD IMAGES HERE

Get little piggies giggling with the PEPPA PIG Joke & Sing George figure, featuring over 50 phrases, songs, and sound effects! This super cute George toy talks, tells jokes, and sings 4 songs. Switching modes is as easy as moving his microphone up or down to make his mouth move and hear him tell jokes or sing. George is even wearing his hearing aid, just like in the show! Kids can also make George pretend to jump in muddy puddles to hear splashing sound effects. Interactive toys like the PEPPA PIG Joke & Sing George Figure make wonderful gifts for girls and boys who love PEPPA PIG characters.

PEPPA PIG ROOM ACCESSORIES SETS

(Ages 3 & Up | Retail Price: \$15.99, sold separately | Available now at most major retailers)

DOWNLOAD IMAGES HERE

Customize, imagine, and play with the PEPPA PIG Room Accessories Sets! Each set includes a 3-inch figure and themed accessories to set up a room in Peppa's house. Kids can recreate favorite moments from the show or imagine their own stories with Peppa's Bedroom Set or Evie's Nursery Set. Play with the pieces on their own or with the PEPPA PIG Big Family House playset (sold separately, subject to availability).

> **Peppa's Bedroom Set:** Set up Peppa's room with the Peppa's Bedroom Set! This PEPPA PIG set includes a 3-inch Peppa figure, a self-standing backdrop, and accessories to decorate her space. Arrange her rainbow bunk bed with detachable ladder, lay down her rainbow rug, and have a pretend tea party with Teddy and the spinning tea set. Then, help Peppa paint at her easel — move the paintbrush to reveal her drawing before and after coloring!

> **Evie's Nursery Set:** Create a cozy nursery with the Evie's Nursery Set! This PEPPA PIG set includes a 3-inch Baby Evie figure, a self-standing backdrop, and accessories to decorate her room. Set up Evie's bassinet with a detachable mobile and blanket, and flip the top of her changing table to reveal a ducky toy and pacifier. When it's playtime, seat Evie in her cloud chair and slide her down the rainbow, or imagine her playing with her ducky toy.



BABY ALIVE DINNERTIME CREATIONS

(Ages 3 & Up | Approx. Suggested Retail Price: \$15.99, sold separately | Available now at most major retailers)

DOWNLOAD IMAGES HERE

Create a delicious pretend pasta dinner to feed baby with the BABY ALIVE Dinnertime Creations dolls! Press the compound into the macaroni-shaped molds to make doll-sized food, then use the feeding accessories to serve her a pretend meal. Harper Hugs, Gigi Giggles, and Tilly Tinker really eat and “poop” the pretend food! Each doll features an easy-to-change diaper flap for quick cleanup with no disposable diapers needed. Subject to availability and each doll sold separately.

- > Harper Hugs
- > Gigi Giggles
- > Tilly Tinker

PLAY-DOH DONUT DROP SHOP PLAYSET

(Ages 3 & Up | Approx. Suggested Retail Price: \$24.99 | Available now online and at most major retailers now)

DOWNLOAD IMAGES HERE

Drop in for creative fun with the PLAY-DOH Donut Drop Shop Playset! Kids can make three kinds of pretend donuts (and more) with this colorful set. Choose the built-in mold to shape a fancy, filled, or classic donut, then add PLAY-DOH compound and crank the handle to drop the donuts onto the base. Use the icing machine, frosting stamper, pretend sprinkles, and built-in molds to decorate each creation.

For even more fun, make crazy croissants or silly drinks to serve on the side. The PLAY-DOH Donut Drop Shop Playset makes a sweet gift for birthdays, holidays, or celebrating big achievements.

PLAY-DOH SUPER SIZZLIN' KITCHEN PLAYSET

(Ages 3 & Up | Approx. Retail Price: \$44.99 | Available at most major retailers starting 7/15/26)

DOWNLOAD IMAGES HERE

Fire up their imaginations with the Play-Doh Super Sizzlin' Kitchen Playset! This innovative pretend play kitchen features real cooking toy sounds activated by the interactive cookware and kids' Play-Doh creations. Fry up a pretend burger on the skillet to hear sizzling sounds or throw some make-believe pasta into the pot to hear bubbly boiling sounds. The removable deluxe pasta maker comes with 4 attachments to make different varieties of pasta. Don't forget to squeeze a side of silly fries at the fryer! Fun tomato and cheese-shaped containers each have 2 ounces of Play-Doh compound inside and the containers can double as molds for play and store fun. With over 25 pretend foods to create and customize, future chefs have so many options for their make-believe menu.

PLAY-DOH WOK & WONTON PLAYSET

(Ages 3 & Up | Approx. Suggested Retail Price: \$9.99 sold separately | Available at most major retailers starting 7/15/26)

DOWNLOAD IMAGES HERE

Get ready to wok and roll with the Wok and Wonton Playset! This Play-Doh set has everything pretend chefs need for their next kitchen toy adventures. Make silly stir fry, ramen, and other fun creations with Play-Doh accessories like the wok, spatula, noodle tool, and dumpling makers. Practice cutting Play-Doh pieces on the cutting board, then show it off with the chopsticks and a bowl. Includes 4 colorful Play-Doh cans and a pepper-shaped storage container for sensory play. Get imaginations cooking with a toy gift for all occasions like Christmas, holidays, non-candy Easter basket stuffers, or birthday gifts for girls and boys 3 years and up.

PLAY-DOH CRAZY WAFFLE CAFE PLAYSET

(Ages 3 & Up | Approx. Suggested Retail Price: \$9.99, sold separately | Available at most major retailers starting 7/15/26)

[DOWNLOAD IMAGES HERE](#)

Have make-believe breakfast anytime with the Crazy Waffle Cafe Playset! This Play-Doh set has everything pretend chefs need for their next kitchen toy adventures. The waffle maker has a mold plate inside to make 5 different shapes, plus stamps on the bottom to make fun pretend toppings. Complete the creations with Play-Doh accessories like an egg stamper, pretend syrup bottle, and berry basket. Includes 4 colorful Play-Doh cans and an egg-shaped storage container for sensory play. Get imaginations cooking with a toy gift for all occasions like Christmas, holidays, non-candy Easter basket stuffers, or birthday gifts for girls and boys 3 years and up.



PLAY-DOH TREATS TO GO ASSORTMENT

(Ages 3 & Up | Approx. Suggested Retail Price: \$4.99, sold separately | Available now at most major retailers)

[DOWNLOAD IMAGES HERE](#)

Treat the kids (or yourself) with fun, on-the-go PLAY-DOH fun! Each set comes in a food-shaped container filled with squishy modeling compound and built-in molds. Create your own PLAY-DOH treats with a classic can, add a fun drink topper, and decorate with make-believe toppings. The PLAY-DOH Treats to Go Cookie Combo Playset and PLAY-DOH Treats to Go Pizza and Milkshake Playset feature takeout-inspired boxes and make perfect gifts for birthdays, Easter baskets, party favors, or other holidays.

> PLAY-DOH TREATS TO GO COOKIE COMBO PLAYSET:

Create sweet treats with the PLAY-DOH Treats to Go Cookie Combo Playset! This set includes a cookie-shaped container, pink PLAY-DOH, built-in molds, a classic can, and a fun drink topper. Kids can decorate cookies with candy-shaped make-believe toppings and enjoy imaginative pretend play on the go.

> PLAY-DOH TREATS TO GO PIZZA AND MILKSHAKE PLAYSET:

Set up a pretend pizza party with the PLAY-DOH Treats to Go Pizza and Milkshake Playset! This set includes a pizza-shaped container, orange PLAY-DOH, built-in molds, a classic can, and a drink topper. Decorate your pizza creations with make-believe toppings and whip up creative milkshakes for extra fun.

PLAY-DOH STAMP AND SPIN PIZZA PLAYSET

(Ages 3 & Up | Approx. Retail Price: \$15.99 |
Available at most major retailers starting 7/15/26)

DOWNLOAD IMAGES HERE

Share a slice of imagination with the Play-Doh Stamp and Spin Pizza Playset! The pizza toy oven has a cool stamp and spin mechanism that sends a pretend crust twirling out of the oven. Next it's time to decorate with over 25 make-believe toppings like Play-Doh cheese, meats, and veggies with the cheese grater and molds. 8 Play-Doh tools let kids cut, roll, and customize their kitchen creations. Slice and box it up for delivery to friends and family, then squish it all up and start again!



BEYBLADE X CLIP & RIP LAUNCHER SET

(Ages 8 & Up | Approx. Retail Price: \$29.99 |

Available 7/15/2026 at most major retailers)

DOWNLOAD IMAGES HERE

Experience BEYBLADE X, the next generation of BEYBLADE Stadiums, Launchers, and Tops! The Clip & Rip Launcher clips onto belts and backpacks, making it easy to carry it with you, and has an internal storage area. There's a built-in area to store the ripcord when you're not battling. The Launcher includes the Blast Pegasus A Tr Right-Spin Attack Type CX Top, which works with the X-Celerator Gear System: When the Top's gear engages the X-Celerator Rail of a BEYBLADE X Beystadium (sold separately), it can super-accelerate into an Xtreme Dash around the arena for crushing collisions and epic bursts. Bladers launch their Top against their opponent's Top to score points — first to 4 points wins. Mix and match the interchangeable blade, ratchet, and bit with those of other BEYBLADE X Tops (sold separately) to build your perfect Top. Hasbro BEYBLADE toys with authentic TakaraTomy die-cast metal Tops make great kids gifts for boys and girls ages 8 and up.

BEYBLADE X RAGE RAGNA FE 4-55Y CX INFINITY STARTER PACK SET

(Ages 8 & Up | Approx. Retail Price: \$14.99 |

Available 7/15/2026 at most major retailers)

DOWNLOAD IMAGES HERE

Experience BEYBLADE X, the next generation of BEYBLADE Stadiums, Launchers, and Tops! The BEYBLADE X Rage Ragna FE 4-55Y CX Infinity Starter Pack includes a Launcher and 1 right-spinning Stamina Type Top with Stamina Type Blade (Beystadium required, sold separately). CX Infinity Tops expand your customizing possibilities with blades that separate into 4 pieces! Launch right into battle build your perfect Top by switching the interchangeable blade, ratchet, and bit with those of other BEYBLADE X Tops (sold separately) to build your perfect Top. BEYBLADE X features the X-Celerator Gear System: The gear of a BEYBLADE X Top engages the Beystadium arena rail, super-accelerating the Top into an Xtreme Dash for crushing collisions and epic bursts. You and your opponents launch your Tops into battle to score points — first Blader to score 4 points wins. Hasbro BEYBLADE toys with authentic TakaraTomy die-cast metal Tops make great kids gifts for boys and girls ages 8 and up.



BEYBLADE X ARMOR KNIGHT GV 8-70UN CX INFINITY STARTER PACK SET

(Ages 8 & Up | Approx. Retail Price: \$14.99 | Available 7/15/2026 at most major retailers)

[DOWNLOAD IMAGES HERE](#)

Experience BEYBLADE X, the next generation of BEYBLADE Stadiums, Launchers, and Tops! The BEYBLADE X Armor Knight GV 8-70UN CX Infinity Starter Pack includes a Launcher and 1 right-spinning Defense Type Top with Defense Type Blade (Beystadium required, sold separately). CX Infinity Tops expand your customizing possibilities with blades that separate into 4 pieces! Launch right into battle build your perfect Top by switching the interchangeable blade, ratchet, and bit with those of other BEYBLADE X Tops (sold separately) to build your perfect Top. BEYBLADE X features the X-Celerator Gear System: The gear of a BEYBLADE X Top engages the Beystadium arena rail, super-accelerating the Top into an Xtreme Dash for crushing collisions and epic bursts. You and your opponents launch your Tops into battle to score points — first Blader to score 4 points wins. Hasbro BEYBLADE toys with authentic TakaraTomy die-cast metal Tops make great kids gifts for boys and girls ages 8 and up.

BEYBLADE X ROCKET GRIFFON H UX INFINITY STARTER PACK SET

(Ages 8 & Up | Approx. Retail Price: \$14.99 | Available 7/15/2026 at most major retailers)

[DOWNLOAD IMAGES HERE](#)

Experience BEYBLADE X, the next generation of BEYBLADE Stadiums, Launchers, and Tops! BEYBLADE UX Infinity convert to reveal hidden features that change the course of battle. The BEYBLADE X Rocket Griffon H UX Infinity Starter Pack includes a Launcher and 1 right-spinning Balance Type Top with Balance Type Blade (Beystadium required, sold separately). Launch right into battle or reconfigure the Top by switching the interchangeable blade, ratchet, and bit with those of other BEYBLADE X Tops (sold separately) to build your perfect Top. BEYBLADE X features the X-Celerator Gear System: The gear of a BEYBLADE X Top engages the rail of the Beystadium arena, super-accelerating the Top into an Xtreme Dash around the stadium for crushing collisions and epic bursts. Launch your Tops into fierce clashes against opponents' Tops to score points. Hasbro BEYBLADE Toys with authentic TakaraTomy die-cast metal Tops make great gifts for kids ages 8 and up.



BEYBLADE X STRIKE DRAN 4-50FF BX INFINITY STARTER PACK SET

(Ages 8 & Up | Approx. Retail Price: \$14.99 | Available 7/15/2026 at most major retailers)

[DOWNLOAD IMAGES HERE](#)

Experience the thrill of BEYBLADE X, the next generation of BEYBLADE Stadiums, Launchers and Tops. The BEYBLADE X Strike Dran 4-50FF BX Infinity Starter Pack includes 1 right-spinning Attack Type Top with Attack Type Blade and Launcher (Beystadium required, sold separately). Launch right into battle or reconfigure the interchangeable blade, ratchet, and bit of this Starter Pack with those of other BEYBLADE X Tops (sold separately) to build your perfect BEYBLADE Top. BEYBLADE X features the X-Celerator Gear System innovation to level-up your game. When the gear of a BEYBLADE X Top engages the rail of the Beystadium arena, it can super-accelerate into an Xtreme Dash around the stadium for crushing collisions and epic bursts. Bladers launch their Tops into fierce clashes against their opponent's to score points. Hasbro BEYBLADE toys with authentic TakaraTomy die-cast metal Tops make great kids gifts for boys and girls ages 8 and up.

NERF KPOP DEMON HUNTERS ZOEY'S SPIRIT BLADES

(Ages 6 & Up | Retail Price: \$9.99 | Available at most major retailers starting 7/15/26)

[DOWNLOAD IMAGES HERE](#)

Kids can imagine themselves as part of HUNTR/X with the NERF KPop Demon Hunters Zoey's Spirit Blades inspired by the ones from the Netflix animated film! They capture the look of the blades used by singer and demon hunter Zoey in the musical fantasy about the HUNTR/X KPop girl group that secretly doubles as a trio of demon hunters. The bubbly, fun-loving Zoey wields the blades to battle demons. They're perfect accessories for role play, cosplay, and epic demon-hunting adventures. Expand the imaginative games with and build your *KPop Demon Hunters* collection with Rumi's Four Tiger Sword and Mira's Curved Moon Blade (each sold separately, subject to availability).

NERF KPOP DEMON HUNTERS RUMI'S FOUR TIGER SWORD

(Ages 6 & Up | Retail Price: \$14.99 | Available at most major retailers starting 7/15/26)

[DOWNLOAD IMAGES HERE](#)

The NERF KPop Demon Hunters Rumi's Four Tiger Sword is inspired by the one from the Netflix animated movie! It captures the look of the Sword used by Rumi, lead HUNTR/X singer and demon hunter in the musical fantasy about a KPop girl group that secretly doubles as a trio of demon hunters. Rumi is lead singer of the HUNTR/X group and wields the Four Tiger Sword to battle demons. The 24-inch sword has a foam blade with pearlescent treatment, plastic core, and plastic hilt. It's perfect accessories for role play, cosplay, and epic demon-hunting adventures. Expand the imaginative games with and build your *KPop Demon Hunters* collection with Zoey's Spirit Blades and Mira's Curved Moon Sword (each sold separately, subject to availability).

NERF KPOP DEMON HUNTERS MIRA'S CURVED MOON SWORD

(Ages 6 years & up | Retail Price: \$19.99 | Available at most major retailers starting 7/15/26)

[DOWNLOAD IMAGES HERE](#)

The NERF KPop Demon Hunters Mira's Curved Moon Sword is inspired by the one from the Netflix animated film! It captures the look of the sword used by Mira, HUNTR/X singer and demon hunter in the musical fantasy about a KPop girl group that secretly doubles as a trio of demon hunters. Mira is the lead dancer and choreographer in the HUNTR/X group and wields the Curved Moon Sword to battle demons. The 36-inch sword has a foam blade with pearlescent decoration and a plastic core and a plastic hilt. It's perfect accessories for role play, cosplay, and epic demon-fighting adventures. Expand the imaginative games with and build your *KPop Demon Hunters* collection with Zoey's Spirit Blades and Rumi's Four Tiger Sword (each sold separately, subject to availability).

NERF NEBULA RANGER SWORD

(Ages 6 & Up | Approx. Retail Price: \$9.99 | Available September 2026 at Walmart and other major retailers)

[DOWNLOAD IMAGES HERE](#)

Kids can bring video game action and adventure to life with the NERF Nebula Ranger Sword! This NERF toy sword is perfect for active play as kids imagine themselves as bold warriors, daring space pirates, and brave knights. The 26-inch (66 centimeter) sword has a foam blade and a plastic hilt, great for indoor and outdoor games. The sword features a bright blue color scheme that will make Nebula Rangers stand out as the heroes in every game. Look for other NERF role play toys to expand your collection (each sold separately, subject to availability). The NERF Nebula Ranger Sword is a great addition to NERF collections and a fun accessory for role play, cosplay and any imaginative adventure!

NERF SHADOWSPEED KNIGHT SWORD

(Ages 6 & Up | Approx. Retail Price: \$9.99 | Available 1/1/26 at Walmart and other major retailers)

[DOWNLOAD IMAGES HERE](#)

Kids can bring video game action and adventure to life with the NERF Shadowspeed Knight Sword. This NERF toy sword is perfect for active play as kids imagine themselves imagine themselves as bold warriors, swashbuckling pirates, and brave knights. The 26 inch (66 centimeter) sword has a foam blade and a foam hilt, great for indoor and outdoor games. The sword features a bright blue color scheme that will make Shadowspeed Knights stand out as the heroes in every game. Look for other NERF role play toys to expand your collection (each sold separately, subject to availability). The NERF Shadowspeed Knight Sword is a great addition to NERF collections and a fun roleplay accessory.

NERF SHADOWSTRIKE WARRIOR DAGGERS

(Ages 6 & Up | Approx. Retail Price: \$9.99 | Available March 2026 at Walmart)

[DOWNLOAD IMAGES HERE](#)

Kids can bring video game action and adventure to life with the NERF Shadowstrike Warrior Daggers. These 2 NERF toy daggers are perfect for active play as kids imagine themselves imagine themselves as bold warriors, swashbuckling pirates, and brave knights. They can hold a dagger in each hand, or switch up their game by attaching the daggers together to create a single battle staff. The 12-inch (30 cm) daggers have a foam exterior from blade to handle, making them great for indoor and outdoor games, and an internal plastic core. They feature a bright blue color scheme that will make Shadowstrike Warriors stand out as the heroes in every game. Look for other NERF role play toys to expand your loadout equipment (each sold separately, subject to availability). The NERF Shadowstrike Warrior Daggers are great additions to NERF collections and a fun roleplay accessory.

NERF SUPER SOAKER HOP & CHOMP

(Ages 3 & Up | Approx. Retail Price: \$14.99 | Available 1/1/26 at Amazon, Walmart and other major retailers)

[DOWNLOAD IMAGES HERE](#)

When the shark starts chomping his jaws, the water blasting fun begins. The NERF Super Soaker Hop & Chomp water toy features a shark that unleashes 2 rotating streams of water from his chomping jaws. Kids can play in different ways: jump over the streams to dodge the drench or run through the streams for soaking silliness. The shark's mouth open and closes for fun chomping action. It's easy to get started: Simply connect the shark to your own garden hose. You can also adjust how quickly the streams rotate or you can fix them at a certain angle. The shark character is a perfect pal for warm weather play that gets kids outdoors and having fun. NERF Super Soaker water toys make awesome gift for fun, active play that's a real splash! (Garden hose required, not included.)

NERF SUPER SOAKER STOMP & SOAK

(Ages 4 & Up | Approx. Retail Price: \$19.99 | Available now at Amazon, Target, Walmart and other major retailers)

[DOWNLOAD IMAGES HERE](#)

Stomp, soak, and splash with the NERF Super Soaker Stomp & Soak water toy. The NERF Super Soaker Stomp & Soak toy features a jellyfish character that unleashes streams of water everywhere. When the jellyfish is hovering, press on the launch pad and watch the jellyfish rise into the air for high-flying soakage. The fun, wiggly tentacles help spray water everywhere — so everyone gets soaked. Connect it to your garden hose and let the water fun begin. It's the perfect summer toy for kids to stomp, splash, and cool off outdoors. NERF Super Soaker water toys make awesome gifts to get kids outside for fun, active play that's a real splash! (Garden hose required, not included).

NERF SUPER SOAKER DUNK-FILL FREEDOM

(Ages 6 & Up | Approx. Retail Price: \$9.99 | Available April 2026 at Walmart and other major retailers)

[DOWNLOAD IMAGES HERE](#)

Red, white, and splash! Celebrate America's 250th birthday with this special Dunk-Fill Freedom water blaster! Rock the red, white, and blue while pulling off instant refills — just dunk and go! The blaster's colorful decorations are perfect for America's big birthday bash. The easy instant-fill tank gets you ready for water-drenching fun in no time! There's nothing for you to do, just submerge the translucent tank in water and watch as it instantly refills. The Dunk-Fill blaster has 12.1 fluid ounce (358 milliliter capacity). NERF Super Soaker blasters are great kids outdoor water toys for epic backyard battles, and they make awesome gifts to get everyone outside for fun, active play that's a real splash!

NERF ELITE FREEDOM FRENZY 4-PACK

(Ages 8 & Up | Approx. Retail Price: \$19.99 | Available March 2026 at Walmart)

[DOWNLOAD IMAGES HERE](#)

Red, white, and blast! Celebrate America's 250th birthday with these special NERF Elite Freedom Frenzy dart blasters! Put your patriotic spirit front and center with this pack of 4 red, white, and blue blasters to mark the signing of the Declaration of Independence 250 years ago on July 4, 1776. These colorfully decorated blasters are perfect for America's big birthday bash. Each single-fire blaster has a fixed scope that's also storage for 1 dart. The set includes 16 Elite foam darts, giving you enough to load all 4 blasters with additional ones to keep nearby for quick reloads. Compact in size, they're easy to use: Front-load a dart, pull down the priming handle, and pull the trigger. The NERF Elite Freedom Frenzy 4-Pack is perfect for July 4th gatherings with family and friends to blast into fun outdoor NERF battles in the backyard. Eyewear recommended (not included). No batteries required.

NERF STARS & STRIPES EAGLE BLASTER

(Ages 8 & Up | Approx. Retail Price: \$19.99 | Available March 2026 at Walmart)

[DOWNLOAD IMAGES HERE](#)

Red, white and blast! Celebrate America's 250th birthday with this special NERF Elite Stars & Stripes Eagle dart blaster. Put your patriotic spirit front and center with this red, white, and blue blaster to mark the signing of the Declaration of Independence 250 years ago. The blaster's colorful decorations are perfect for America's big birthday bash. The blaster has an 8-dart capacity and fires 2 darts at a time with pump action priming. Send all 8 darts flying in quick succession with slam fire action. It includes 16 Elite foam darts, giving you additional darts for reloads. It's perfect for July 4th gatherings with family and friends to blast into fun outdoor NERF battles in the backyard. To play, front load 8 darts, move the priming handle backward and forward, and pull the trigger. For slam fire, hold down the trigger as you pump the priming handle. Eyewear recommended (not included). No batteries required.

TRANSFORMERS DELUXE CLASS STAR EAGLE

(Ages 8 & Up | Approx. Retail Price: \$27.99 | Pre-Order in March (exact timing TBD) on Walmart and Hasbro Pulse; available Spring 2026)

DOWNLOAD IMAGES HERE

Celebrate the 250-year anniversary of the USA with the TRANSFORMERS Star Eagle action figure. The 4.5-inch figure converts from robot to eagle mode in 22 steps. With details and colors inspired by American symbols, plus attachable rocket blaster accessories, this Star Eagle figure makes an awesome addition to any collection. Look for more TRANSFORMERS collectible toys (each sold separately, subject to availability) to create a lineup that is — More Than Meets the Eye.



CANDY LAND GAME REFRESH

(Ages 3 & Up | 2 to 4 Players | Retail Price: \$14.99 |

Available now at major retailers)

[DOWNLOAD IMAGES HERE](#)

Welcome to the Candy Land game! Little ones choose a Sweet Scout mover, select colored “candy” tokens from the Pouch of Wonders, and travel up the Rainbow Gummy Path to Candy Castle! Who will they meet along the way — and which player will reach the castle first? This reimagined version of the classic preschool game features story-enriching updates, such as 2 ways to play (classic and now collaborative), an enlarged and re-illustrated board, a drawstring fabric pouch of 50 cardstock candy tokens, 5 sculpted character movers themed as unique sweet treats, and a story to read aloud! It’s a sweet kids game perfect for Family Game Night, playdates, vacations, and everyday fun. Play in about 10 minutes! Candy Land is an excellent first kids game, helping players learn color matching, counting, and turn taking. It’s a great holiday or birthday gift for kids ages 3 and up.

CONNECT 4

(Ages 6 & Up | 2 Players | Retail Price: \$9.99 |

Available at most major retailers Summer 2026)

[DOWNLOAD IMAGES HERE](#)

Connect 4 is BETTER THAN EVER B-4! Our reimagined look keeps the classic play pattern while enhancing design and quality! Fold, Store and Score with a game grid that instantly sets up and breaks down without disassembly, stores all the discs inside, and features a handle for great portability! Now featuring an added score tracker and new package design, the game is feeling fresh, modern, and *very* Connect 4.

JENGA

(Ages & Up | 1+ Players | Retail Price: \$14.99 |

Available now at most major retailers)

[DOWNLOAD IMAGES HERE](#)

In this Jenga game, enjoy classic Jenga gameplay or add more ways to play using the FREE Jenga web app! Pull a block from the stack, then try to add it to the top without toppling the tower. The more Jenga blocks get pulled, the more unsteady the tower becomes, until... CRASH! Keep the game fresh by adding the web app to a phone or tablet, and “roll” its virtual die for extra edge-of-your-seat challenges! Race the clock, stack 2 blocks, pick an opponent to take your turn, use thumbs only, team up, or place the block anywhere but the top row. This wooden block balancing game is a great choice for those looking for family games, game night games for groups, or kids birthday party games. (Parents: Scan the in-pack QR code or access the web to play with the digital die on a phone or tablet. No downloading or additional purchase needed. Device not included.)

MONOPOLY BOARD GAME WITH STORAGE TRAY AND LARGER TOKENS

(Ages 8 & Up | 2 to 6 Players | Retail Price: \$19.99 |

Available now on Amazon and at most major retailers)

[DOWNLOAD IMAGES HERE](#)

Go big or go broke in the MONOPOLY board game! In this edition of the fun family game, experience the classic gameplay fans know and love, plus improved features. We’ve included a sleek storage tray to keep cash, cards, and components organized. We’ve also increased the size of the tokens, houses, and hotels from those in previous editions for easier handling. Players move around the board buying as many properties as they can. The more they own, the more rent they’ll be able to collect from others. The last one with money, when all other players have gone bankrupt, wins! Looking for fun games for game night? This family board game for kids and adults is an exciting choice.

MONOPOLY KPOP DEMON HUNTERS

(Ages 8 & Up | 2 to 6 Players | Retail Price: \$24.99 | Available at most major retailers starting 8/1/26)

DOWNLOAD IMAGES HERE

Do it for the fans in the MONOPOLY: *KPop Demon Hunters Edition* game! Players can imagine putting their star power to the test as they rehearse at iconic venues to prepare for their big performance! Win awards and win over fans while hunting demons — and fellow players! The player with the most fans at the end of the game wins! This kids board game combines classic MONOPOLY gameplay with characters, locations, and themes from the hit Netflix animated film. It's a fun family game for kids and adults to enjoy as a cozy 2 player game or party game with up to 6 people. Break out this MONOPOLY game for game nights, vacations, holidays, and more! *KPop Demon Hunters* toys and games are also cool holiday and birthday gifts for kids ages 8+, tweens, teens, and adults.

MONOPOLY DEAL: KPOP DEMON HUNTERS

(Ages 8 & Up | 2 to 5 Players | Retail Price: \$12.99 | Available now at most major retailers)

DOWNLOAD IMAGES HERE

HUNTR/X is gearing up for their biggest concert yet, and they need their fans to make it happen! Collect item cards featuring the objects Rumi, Mira, and Zoey need to pull off the show and seal the Honmoon. This MONOPOLY Deal: KPop Demon Hunters card game combines the fast action of the MONOPOLY Deal game with characters and themes from the hit Netflix film. Use action cards to go viral, take on the spicy challenge, deploy Bobby to watch out for trouble, and more. On your turn, draw and play cards to build your collection, add fan cards to your personal Fan Club, and use them to pay other players who go after you. The first player to complete 3 different item sets wins. This exciting family card game for kids and adults can be played in about 15 minutes, making it a great option for quick fun anytime.

OPERATION ELECTRONIC BOARD GAME WITH ALL-IN-ONE CARRYING CASE

(Ages 6 & Up | 1+ Players | Retail Price: \$19.99 | Available now at most major retailers, including Amazon)

DOWNLOAD IMAGES HERE

You're — BZZZT — basically a doctor! It's the favorite kids board game with exciting updates! In this updated edition of the Operation game, choose from 2 ways to play: classic gameplay in Hospital mode or an edge-of-your-seat frenzy in Emergency mode. In Hospital mode, little doctors draw Bandage cards for wacky ailments. The suspense builds as they try to keep their hands steady while operating on Cavity Sam or — BZZZT — his red nose lights up! In Emergency mode, the race is on to remove as many ailments as possible before time's up. But oops! If the tweezers hit the side, Cavity Sam will burp, yelp, and make other hysterical sounds that keep kids giggling! In both modes, whoever removes the most ailments wins — and “heals” their patient. This adorable game now comes in an all-in-1 carrying case with storage, so it's a great kids travel game for anytime, anywhere play.

SERVD SUMMER DAZE EDITION PARTY GAME

(Ages 13 & Up | 2+ Players | Approx. Retail Price: \$9.99 | Available: 5/1/2026)

DOWNLOAD IMAGES HERE

Forget everything you know about card games! This SERVD Summer Daze Edition game gamifies everyday life by adding fun, cheekiness, and strategy into your summer activities! To play, agree to a timeframe (maybe a weeklong vacation, weekend, or even the rest of the summer), split up the deck, and start dishing out cards! Each card has a hilariously chaotic challenge to unleash on your friends and family (or that might be unleashed on you!) Play cards anytime, anywhere for laugh-out-loud actions. Whether you're looking for party games for get-togethers with friends or group games for family vacations, this party card game for ages 13+ is a great choice. It's a fun 2 player game, too.

TRIVIAL PURSUIT

(Ages 12 & Up | 1 to 6 Players | Approx. Retail Price: \$19.99 | Available 7/15/2026)

[DOWNLOAD IMAGES HERE](#)

Who Knew?! Show off what you know and have fun finding out new facts with this reimaged take on Trivial Pursuit. Featuring exciting new spaces that let players steal questions, go WILD with rainbow spaces to get the wedges they need, and beat everyone to all Play answer to win! The refreshed version features new modes including 1 player, Co-Op, and lighter and more challenging trivia levels. Finally, modern, varied and fresh content across our classic categories will keep players engaged — 1,200 Q's in this pack!

YAHTZEE

(Ages 8 & Up | 2+ Players | Approx. Retail Price: \$8.99 | Available 7/15/2026)

[DOWNLOAD IMAGES HERE](#)

The world's #1 dice game is all about the thrill of the shake, roll, and score, and it turns 60 next year! With the perfect mix of luck and strategy, Yahtzee's got a fun new look and feel! Featuring a super portable new package with all the components fitting neatly inside! The iconic shaker's been reimaged as a silicone cup that feels and sounds great, and folds flat for storing. Color plays a big part in this refresh, with vibrant red dice and an enlarged score pad to make scoring easier.

YAHTZEE ON THE ROCKS DICE PARTY GAME

(Ages 21 & Up | 2 to 6 Players | Approx Retail Price: \$19.99 | Available: 7/15/2026)

[DOWNLOAD IMAGES HERE](#)

Shake up your night with the Yahtzee On the Rocks game! It's the Yahtzee game with a grown-up twist. In this hydration-optional party game for ages 21+, players take turns drawing coaster cards with solo, head-to-head, and group challenges. On your turn, complete the dice challenge on the card. If you win, keep that card. After 5 quick rounds, the player with the most cards wins! Optional rule: If you lose a challenge, you may take a sip from a beverage of your choice, but you don't have to! Perfect for game nights, this edition is an exciting twist on the Yahtzee game, with a variety of fun, fast, funny challenges. Whether you're looking for adult party games or group games, it's an ideal choice.

KPOP DEMON HUNTERS ELECTRONIC LIGHT STICKS

(Ages 6 & Up | Retail Price: \$14.99 each |
Available at most major retailers starting 7/15/26)

DOWNLOAD IMAGES HERE

These essential light-up accessories let kids express their HUNTR/X or Saja Boys fan pride. With IR sync recognition between 2 or more *KPop Demon Hunters* light sticks, kids can imagine attending their favorite group's concert together. Perfect as part of a *KPop Demon Hunters* costume or as gifts for girls and boys, these light sticks are must-haves for any KPop Demon Hunters fan. (Each sold separately. Subject to availability.)

KPOP DEMON HUNTERS HUNTR/X LIGHT STICK

(Ages 6 & Up | Retail Price: \$14.99 |
Available at most major retailers starting 7/15/26)

DOWNLOAD IMAGES HERE

This essential light-up accessory lets kids and fans alike express their HUNTR/X fandom with pride! Makes a great addition to a *KPop Demon Hunters* costume or a perfect gift for girls and boys. And with IR sync recognition between 2 or more *KPop Demon Hunters* light sticks, kids can imagine attending their favorite group's concert together. Great for dancing along to "Golden" or "How It's Done," this movie-inspired light stick is a must-have for any KPop Demon Hunters fan. (Each sold separately. Subject to availability.)

KPOP DEMON HUNTERS SAJA BOYS LIGHT STICK

(Ages 6 & Up | Retail Price: \$14.99 |
Available at most major retailers starting 7/15/26)

DOWNLOAD IMAGES HERE

This essential light-up accessory lets kids and fans alike express their Saja Boys fandom with pride! Makes a great addition to a *KPop Demon Hunters* costume or a perfect gift for girls and boys. And with IR sync recognition between 2 or more *KPop Demon Hunters* light sticks, kids can imagine attending their favorite group's concert together. Great for dancing along to "Soda Pop" or "Your Idol," this uniquely designed light stick is a must-have for any *KPop Demon Hunters* fan. (Each sold separately. Subject to availability.)

NERF ONE PIECE GOING MERRY BLASTER

(Ages 8 & Up | Approx. Retail Price: \$19.99 |
Available now at Target)

DOWNLOAD IMAGES HERE

Kids can imagine themselves as a Straw Hat Pirate with the NERF *ONE PIECE* Going Merry blaster inspired by the Netflix *ONE PIECE* live-action series based on the popular *ONE PIECE* manga. The foam dart blaster comes with a clip-on holster so kids can carry it with them on their imaginative games as bold adventurers. The blaster features hammer priming and comes with 8 NERF Elite foam darts. Easy to use: Front load 1 dart into the barrel, pull back the hammer, and pull the trigger to fire. In the series, the Straw Hat Pirates go on an epic voyage to find the legendary *ONE PIECE* treasure. This toy blaster is a perfect gift for fans of the *ONE PIECE* series and manga, and is a great accessory for boys and girls for role play, cosplay, and every swashbuckling adventure. It makes a distinctive addition to any NERF blaster collection with its fun pirate design!

NERF NETFLIX ONE PIECE ZORO'S KATANA (SANDAI KITETSU)

(Ages 6 & Up | Approx. Retail Price: \$11.99 | Available March 22, 2026, at Walmart)

[DOWNLOAD IMAGES HERE](#)

Kids can imagine themselves as a Straw Hat Pirate with the NERF *ONE PIECE* Katana inspired by Zoro's katana from the Netflix *ONE PIECE* series! The Zoro's Katana (Sandai Kitetsu) captures the look of the katana wielded by Roronoa Zoro in the live-action series based on the popular *ONE PIECE* manga. This NERF katana measures 24 inches long (609 millimeters) and has a foam blade with a plastic core and foam hilt. In the series, Zoro is master swordsman, ex-bounty hunter, and one of the Straw Hat Pirates who go on an epic voyage to find the legendary *ONE PIECE* treasure. The assortment includes 3 different katanas (each sold separately, subject to availability), and are perfect accessories for role play, cosplay, and every swashbuckling adventure.

CAUTION: Do not swing, poke or jab at people or animals. Discontinue use if core is exposed.

NERF NETFLIX ONE PIECE ZORO'S KATANA (WADO ICHIMONJI)

(Ages 6 & Up | Approx. Retail Price: \$11.99 | Available March 22, 2026, at Walmart)

[DOWNLOAD IMAGES HERE](#)

Kids can imagine themselves as a Straw Hat Pirate with NERF *ONE PIECE* Katanas inspired by Zoro's katanas from the Netflix *ONE PIECE* series! The assortment includes 3 different katanas (each sold separately, subject to availability), all capturing the look of the ones wielded by Roronoa Zoro in the live-action series based on the popular *ONE PIECE* manga. Each NERF katana measures 24 inches long (609 millimeters) and has a foam blade with a plastic core and foam hilt. In the series, Zoro is a master swordsman, ex-bounty hunter, and one of the Straw Hat Pirates who go on an epic voyage to find the legendary *ONE PIECE* treasure. The katanas are perfect accessories for role play, cosplay, and every swashbuckling adventure.

CAUTION: Do not swing, poke or jab at people or animals. Discontinue use if core is exposed.



NERF NETFLIX ONE PIECE ZORO'S KATANA (YUBASHIRI)

(Ages 6 & Up | Approx. Retail Price: \$11.99 |

Available March 22, 2026, at Walmart)

DOWNLOAD IMAGES HERE

Kids can imagine themselves as a Straw Hat Pirate with the NERF *ONE PIECE* Katana inspired by Zoro's katana from the Netflix *ONE PIECE* series! The Zoro's Katana (Yubashiri) captures the look of the katana wielded by Roronoa Zoro in the live-action series based on the popular *ONE PIECE* manga. This NERF katana measures 24 inches long (609 millimeters) and has a foam blade with a plastic core and foam hilt. In the series, Zoro is master swordsman, ex-bounty hunter, and one of the Straw Hat Pirates who go on an epic voyage to find the legendary *ONE PIECE* treasure. The assortment includes 3 different katanas (each sold separately, subject to availability), and are perfect accessories for role play, cosplay, and every swashbuckling adventure.

CAUTION: Do not swing, poke or jab at people or animals.

Discontinue use if core is exposed.

MARVEL LEGENDS SERIES INCREDIBLE HULK PREMIUM ROLEPLAY FISTS WITH SMASH 'N BASH SOUND FX

(Ages 14 & Up | Approx. Retail Price: \$109.99 |

Pre-Order information coming soon; available Summer 2026)

DOWNLOAD IMAGES HERE

Hasbro Marvel Legends proudly presents this 1:1 scale electronic Hulk hands with Smash 'N Bash Sound FX! These roleplay fists with premium design and deco features 13 sounds and phrases which activate when you shake the fists, punch the air, or hit a hard surface. The Marvel roleplay set is fun for playtime and is great for displaying in fans' collections. Can also be worn with a Hulk Halloween costume or Marvel cosplay for fans ages 14 and up. Requires 2x AAA alkaline batteries; not included. Imagine gearing up as the jade giant! Bring comic-inspired scenes to life with Marvel Legends action figures, roleplay gear, and collectibles (each sold separately, subject to availability).

NERF MINECRAFT DIAMOND PICKAXE

(Ages 8 & Up | Approx. Retail Price: \$19.99 | Available July 2026 at most major retailers including Amazon, Target and Walmart)

DOWNLOAD IMAGES HERE

NERF and Minecraft combine to create awesome blasters for your NERF battles! The NERF Minecraft Diamond Pickaxe takes its inspiration from the pickaxes in the popular Minecraft game. Kids can play with it as a pickaxe or blaster for 2-in-1 fun. Kids can imagine themselves mining into exciting adventures or blasting into dart-firing games. The NERF Minecraft Pickaxe has a 3-dart capacity, so kids can blast 3 darts one after the other. It includes 8 official NERF Elite darts that are perfect for outdoor battle and indoor games. The pickaxe has a foam head and a pull-back priming handle. Press the button to fire a dart! The pickaxe is an eye-catching addition to Minecraft collections and a cool blaster for NERF battles. It's fun, active for backyard play and makes a great costume accessory. Eyewear recommended (not included).

NERF FORTNITE SP-DRIFT OG

(Ages 8 & Up | Approx. Retail Price: \$19.99 | Available July 2026 at Target)

DOWNLOAD IMAGES HERE

Drop into a Battle Royale with the NERF Fortnite SP-Drift OG dart blaster! Take your battles into the real world with this blaster inspired by the character Drift from Fortnite. The blaster has an internal 3-dart clip and includes 6 NERF Elite foam darts. The barrel is removable so you can customize it to create a compact-style blaster when the battles take place in close spaces. Pull back the priming slide to access the internal clip. It comes with a code card for you to unlock a bonus virtual item in the game.* Eyewear recommended (not included). NERF Elite darts are only compatible with NERF Elite dart blasters.

**To redeem virtual bonus item, visit: Fortnite.com/redeem. Code requires an Epic Games account. Only one code can be redeemed per account. Code expires July 15, 2030. Codes cannot be traded or sold. Game rating and product age range may differ.*

NERF FORTNITE BASR OG

(Ages 8 & Up | Approx. Retail Price: \$39.99 | Available July 2026 at most major retailers including Amazon, Target and Walmart)

DOWNLOAD IMAGES HERE

Drop into a Battle Royale with the NERF Fortnite BASR OG dart blaster! Take your battles into the real world with this bolt-action blaster inspired by the Fortnite video game. Bring the battles into real life as you unleash 6 darts in a row in NERF dart games. The blaster has a removable scope to pinpoint targets and adjust your aim. It includes a removable 6-dart clip and 16 NERF Elite foam darts. It comes with a code card for you to unlock a bonus virtual item in the game.* Eyewear recommended (not included). NERF Elite darts are only compatible with NERF Elite dart blasters.

**To redeem virtual bonus item, visit: Fortnite.com/redeem. Code requires an Epic Games account. Only one code can be redeemed per account. Code expires July 15, 2030. Codes cannot be traded or sold. Game rating and product age range may differ.*

NERF FORTNITEMARES BLASTER PACK

(Ages 8 & Up | Approx. Retail Price: \$19.99 | Available July 2026 at Walmart)

DOWNLOAD IMAGES HERE

Drop into ghoulish games and frightful fun with the NERF Fortnitemares pack of 4 micro-sized dart blasters inspired by ones in Fortnite. The set includes the Micro Fortnitemares Llama, Micro Peely Bone, Micro RL, and Micro HC-R mini blasters. Start a battle right out of the box. Get 4 people together, choose a blaster, and start battling! Includes 8 NERF Elite foam darts that are easy to use and great for everyone. Load 1 dart into the barrel, pull down the priming handle, and pull the trigger. The compact size makes them easy to take almost anywhere. The frightfully fun designs make them perfect as costume and cosplay accessories. It comes with a code card for you to unlock a bonus virtual item in the game.* Eyewear recommended (not included). NERF Elite darts are only compatible with NERF Elite dart blasters.

**To redeem virtual bonus item, visit: Fortnite.com/redeem. Code requires an Epic Games account. Only one code can be redeemed per account. Code expires July 15, 2030. Codes cannot be traded or sold. Game rating and product age range may differ.*

NERF FORTNITE SP-MEOWSCLES

(Ages 8 & Up | Approx. Retail Price: \$19.99 | Available July 2026 at Target)

DOWNLOAD IMAGES HERE

Drop into a Battle Royale with the NERF Fortnite SP-Meowscles dart blaster! Take your battles into the real world with this blaster inspired by the character Meowscles from Fortnite. The blaster has an internal 3-dart clip and includes 8 NERF Elite foam darts. The barrel is removable so you can customize it to create a compact-style blaster when the battles take place in close spaces. Pull back the priming slide to access the internal clip. It comes with a code card for you to unlock a bonus virtual item in the game.* Eyewear recommended (not included). NERF Elite darts are only compatible with NERF Elite dart blasters.

**To redeem virtual bonus item, visit: Fortnite.com/redeem. Code requires an Epic Games account. Only one code can be redeemed per account. Code expires July 15, 2030. Codes cannot be traded or sold. Game rating and product age range may differ.*

NERF TEENAGE MUTANT NINJA TURTLES DONATELLO BLASTER

(Ages 8 & Up | Approx. Retail Price: \$9.99 | Available July 2026 at most major retailers including Amazon, Target and Walmart)

DOWNLOAD IMAGES HERE

Cowabunga! Unleash mutant mayhem with the NERF Teenage Mutant Ninja Turtles Donatello dart blaster featuring bodacious details including colorful Donatello decorations, a turtle shell design, and a pizza scope! The NERF Teenage Mutant Ninja Turtles Donatello blaster has a 2-dart capacity and pull back priming, making it fun, fast, and easy to blast into battle. The bright, bold blaster includes 4 NERF Elite foam darts. Get the action going as you front-load 2 darts, pull back the priming handle, and pull the trigger to fire 1 dart. It's a perfect gift for Teenage Mutant Ninja Turtles fans to add to their collections and an eye-grabbing blaster to bring to any NERF battle. Eyewear recommended (not included).

NERF TEENAGE MUTANT NINJA TURTLES LEONARDO BLASTER

(Ages 8 & Up | Approx. Retail Price: \$9.99 |

Available July 2026 at most major retailers including Amazon, Target and Walmart)

[DOWNLOAD IMAGES HERE](#)

Cowabunga! Unleash mutant mayhem with the NERF Teenage Mutant Ninja Turtles Leonardo dart blaster featuring bodacious details including colorful Leonardo decorations, a turtle shell design, and a pizza scope! The NERF Teenage Mutant Ninja Turtles Leonardo blaster has a 2-dart capacity and pull back priming, making it fun, fast, and easy to blast into battle. The bright, bold blaster includes 4 NERF Elite foam darts. Get the action going as you front-load 2 darts, pull back the priming handle, and pull the trigger to fire 1 dart. It's a perfect gift for Teenage Mutant Ninja Turtles fans to add to their collections and an eye-grabbing blaster to bring to any NERF battle. Eyewear recommended (not included).

NERF TEENAGE MUTANT NINJA TURTLES MICHELANGELO BLASTER

(Ages 8 & Up | Approx. Retail Price: \$9.99 |

Available July 2026 at most major retailers including Amazon, Target and Walmart)

[DOWNLOAD IMAGES HERE](#)

Cowabunga! Unleash mutant mayhem with the NERF Teenage Mutant Ninja Turtles Michelangelo dart blaster featuring bodacious details including colorful Michelangelo decorations, a turtle shell design, and a pizza scope! The NERF Teenage Mutant Ninja Turtles Michelangelo blaster has a 2-dart capacity and pull back priming, making it fun, fast, and easy to blast into battle. The bright, bold blaster includes 4 NERF Elite foam darts. Get the action going as you front-load 2 darts, pull back the priming handle, and pull the trigger to fire 1 dart. It's a perfect gift for Teenage Mutant Ninja Turtles fans to add to their collections and an eye-grabbing blaster to bring to any NERF battle. Eyewear recommended (not included).

NERF TEENAGE MUTANT NINJA TURTLES RAPHAEL BLASTER

(Ages 8 & Up | Approx. Retail Price: \$9.99 |

Available July 2026 at most major retailers including Amazon, Target and Walmart)

[DOWNLOAD IMAGES HERE](#)

Cowabunga! Unleash mutant mayhem with the NERF Teenage Mutant Ninja Turtles Raphael dart blaster featuring bodacious details including colorful Raphael decorations, a turtle shell design, and a pizza scope! The NERF Teenage Mutant Ninja Turtles Raphael blaster has a 2-dart capacity and pull back priming, making it fun, fast, and easy to blast into battle. The bright, bold blaster includes 4 NERF Elite foam darts. Get the action going as you front-load 2 darts, pull back the priming handle, and pull the trigger to fire 1 dart. It's a perfect gift for Teenage Mutant Ninja Turtles fans to add to their collections and an eye-grabbing blaster to bring to any NERF battle. Eyewear recommended (not included).

FURBY FURBLETS KPOP DEMON HUNTERS DERPY TIGER

(Ages 6 & Up | Retail Price: \$14.99 |

Available at most major retailers starting 7/15/26)

[DOWNLOAD IMAGES HERE](#)

Furblets join the KPop Demon Hunters universe with the Derpy Tiger edition! This mini FURBY interactive toy comes with Derpy Tiger's mini envelope accessory for display and pretend play. Press the head, heart gem, and mouth to explore over 45 different sound effects. The ears also pop open when you press the head, then fold them over the eyes to do it again. Take your little bestie on the go with the keychain clip that's perfect for cute backpack accessories and more.

FURBY FURBLETS KPOP DEMON HUNTERS SAJA BOY DEMON

(Ages 6 & Up | Retail Price: \$14.99 |

Available at most major retailers starting 7/15/26)

[DOWNLOAD IMAGES HERE](#)

Furbles join the KPop Demon Hunters universe with the Saja Boy Demon edition! This mini FURBY interactive toy comes with Saja Boy's gat-style hat for display and pretend play. Press the head, heart gem, and mouth to explore over 45 different sound effects. The ears also pop open when you press the head, then fold them over the eyes to do it again. Take your little bestie on the go with the keychain clip that's perfect for cute backpack accessories and more.



TRANSFORMERS STUDIO SERIES THE TRANSFORMERS: THE MOVIE THE MATRIX OF LEADERSHIP

(Ages 14 & Up | Approx. Retail Price: \$124.99 | Pre-Order on February 16, 2026, at 1PM ET on Hasbro Pulse and participating retailers; Available Summer 2026)

DOWNLOAD IMAGES HERE

The Matrix of Leadership comes to TRANSFORMERS Studio Series. Inspired by *THE TRANSFORMERS: THE MOVIE*, this collectible display and roleplay piece features interactive lights and sounds for a truly cinematic experience. The extendable frame allows the Matrix of Leadership to be opened and closed. When the frame is pulled open, the pulsing lights in the core get brighter and “The Touch” by Stan Bush plays for an epic movie-inspired moment. The Matrix of Leadership can sit on the display stand when open or closed for dynamic display options. Celebrate the 40th anniversary of the fan-favorite animated film and expand your collection with TRANSFORMERS action figures (sold separately, subject to availability) featuring favorite characters from the movie, including Optimus Prime, Bumblebee, Megatron, and more.

TRANSFORMERS STUDIO SERIES THE TRANSFORMERS: THE MOVIE DELUXE CLASS SUNSTREAKER

(Ages 8 & Up | Approx. Retail Price: \$27.99| Pre-Order on February 17 at 1PM ET on Hasbro Pulse and participating retailers; available Summer 2026)

DOWNLOAD IMAGES HERE

Experience the epic action of *THE TRANSFORMERS: THE MOVIE* with the Studio Series Sunstreaker toy! The 4.5-inch figure converts from robot action figure to car mode in 15 steps. With movie-inspired details, good poseability, and a blaster accessory that attaches in both modes, this TRANSFORMERS Sunstreaker action figure makes an awesome addition to any collection. Look for more TRANSFORMERS collectible toys (sold separately, subject to availability) featuring favorite characters to create a lineup that is — More Than Meets the Eye.

TRANSFORMERS STUDIO SERIES THE TRANSFORMERS: THE MOVIE DELUXE CLASS KRANIX

(Ages 8 & Up | Approx. Retail Price: \$27.99 | Pre-Order on February 17 at 1PM ET on Hasbro Pulse and participating retailers; available Fall 2026)

DOWNLOAD IMAGES HERE

Experience the epic action of *THE TRANSFORMERS: THE MOVIE* with the Deluxe Class Studio Series Kranix figure. The 5.5-inch figure converts from robot action figure to spaceship mode in 20 steps. With movie-inspired details, intricate poseability, and an attachable blaster accessory, this TRANSFORMERS Kranix action figure makes an awesome addition to any collection. Look for more TRANSFORMERS collectible toys (each sold separately, subject to availability) featuring favorite characters to create a lineup that is — More Than Meets the Eye.

TRANSFORMERS STUDIO SERIES THE TRANSFORMERS: THE MOVIE DELUXE CLASS WHEELJACK

(Ages 8 & Up | Approx. Retail Price: \$27.99| Pre-Order on February 17 at 1PM ET on Hasbro Pulse and participating retailers; available Summer 2026)

DOWNLOAD IMAGES HERE

Experience the epic action of *THE TRANSFORMERS: THE MOVIE* with the Deluxe Class Studio Series Wheeljack figure. The 5-inch figure converts from robot action figure to car mode in 18 steps. With movie-inspired details, intricate poseability, and an attachable blaster accessory, this TRANSFORMERS Wheeljack action figure makes an awesome addition to any collection. Look for more TRANSFORMERS collectible toys (each sold separately, subject to availability) featuring favorite characters to create a lineup that is — More Than Meets the Eye.

TRANSFORMERS STUDIO SERIES THE TRANSFORMERS: THE MOVIE VOYAGER CLASS SKYWARP

(Ages 8 & Up | Approx. Retail Price: \$42.99 | Pre-Order on February 17 at 1PM ET on Hasbro Pulse and participating retailers; available Summer 2026)

DOWNLOAD IMAGES HERE

Experience the epic action of *THE TRANSFORMERS: THE MOVIE* with the Studio Series Skywarp toy! The 6.5-inch figure converts from robot action figure to jet mode in 27 steps. With movie-inspired details, intricate poseability, and blaster accessories that attach in both modes, this TRANSFORMERS Skywarp action figure makes an awesome addition to any collection. Look for more TRANSFORMERS collectible toys (sold separately, subject to availability) featuring favorite characters to create a lineup that is — More Than Meets the Eye.

TRANSFORMERS STUDIO SERIES THE TRANSFORMERS: THE MOVIE LEADER CLASS DINOBOT SNARL

(Ages 8 & Up | Approx. Retail Price: \$59.99 | Pre-Order on February 17 at 1PM ET on Hasbro Pulse and participating retailers; available Summer 2026)

DOWNLOAD IMAGES HERE

Experience the epic action of *THE TRANSFORMERS: THE MOVIE* with the Studio Series Dinobot Snarl figure. The 8-inch figure converts from robot action figure to dinosaur form in 31 steps. With movie-inspired details, intricate poseability, and an attachable sword accessory, this TRANSFORMERS Dinobot Snarl action figure makes an awesome addition to any collection. Look for more TRANSFORMERS collectible toys (sold separately, subject to availability) featuring favorite characters to create a lineup that is — More Than Meets the Eye.

TRANSFORMERS STUDIO SERIES THE TRANSFORMERS: THE MOVIE LEADER CLASS ASTROTRAIN

(Ages 8 & Up | Approx. Retail Price: \$59.99 | Pre-Order on February 17 at 1PM ET on Hasbro Pulse and participating retailers; available Summer 2026)

DOWNLOAD IMAGES HERE

Experience the epic action of *THE TRANSFORMERS: THE MOVIE* with the Studio Series Astrotrain figure. The 6.75-inch figure converts from robot action figure to train mode in 29 steps and from train to space shuttle in 16 steps. With movie-inspired details, intricate poseability, and attachable accessories like blasters, blast effects, and even a trail of smoke for train mode, this TRANSFORMERS Astrotrain action figure makes an awesome addition to any collection. Look for more TRANSFORMERS collectible toys (sold separately, subject to availability) featuring favorite characters to create a lineup that is — More Than Meets the Eye.

TRANSFORMERS STUDIO SERIES THE TRANSFORMERS: THE MOVIE VOYAGER CLASS SHOCKWAVE

(Ages 8 & Up | Approx. Retail Price: \$42.99 | Pre-Order on February 16 at 1PM ET on Hasbro Pulse and participating retailers; available Summer 2026)

DOWNLOAD IMAGES HERE

Experience the epic action of *THE TRANSFORMERS: THE MOVIE* with the Studio Series Shockwave toy! The 6.5-inch figure converts from robot action figure to Cybertronian spacecraft mode in 26 steps. With movie-inspired details, intricate poseability, and blaster accessories that attach in both modes, this TRANSFORMERS Shockwave action figure makes an awesome addition to any collection. Look for more TRANSFORMERS collectible toys (each sold separately, subject to availability) featuring favorite characters to create a lineup that is — More Than Meets the Eye.



STAR WARS: THE BLACK SERIES THE MANDALORIAN & GROGU

(Ages 4 & Up | Approx. Retail Price: \$34.99 | Pre-Order on February 13 at 1 PM ET on Hasbro Pulse and participating retailers; available Spring 2026)

DOWNLOAD IMAGES HERE

STAR WARS: THE BLACK SERIES includes 6-inch action figures, vehicles, and roleplay items from the 40-plus-year legacy of the *STAR WARS* galaxy, letting fans create galactic scenes with a faithfulness to *STAR WARS* comic books, movies, series, and more. This *STAR WARS* Hasbro action figure is detailed to look like the Mandalorian and Grogu from *STAR WARS: THE MANDALORIAN & GROGU™* movie. Pose out Mando with a long and short blaster, dagger, jetpack, sword, and alternate hand. At around 1-inch within a 6-inch scale, Grogu is sculpted to be posed on his companion's shoulder for galactic adventures. With exquisite features and decoration, THE BLACK SERIES embodies the quality and realism that *STAR WARS* devotees love (additional products each sold separately, subject to availability).

STAR WARS: THE BLACK SERIES COLONEL WARD

(Ages 4 & Up | Approx. Retail Price: \$27.99 | Pre-Order on February 13 at 1 PM ET on Hasbro Pulse and participating retailers; available Spring 2026)

DOWNLOAD IMAGES HERE

STAR WARS: THE BLACK SERIES includes 6-inch action figures, vehicles, and roleplay items from the 40-plus-year legacy of the *STAR WARS* galaxy, letting fans create galactic scenes with a faithfulness to *STAR WARS* comic books, movies, series, and more. This *STAR WARS* Hasbro action figure is detailed to look like Colonel Ward from *STAR WARS: THE MANDALORIAN & GROGU™* movie. Comes with a removable helmet featuring New Republic insignia. With exquisite features and decoration, THE BLACK SERIES embodies the quality and realism that *STAR WARS* devotees love (additional products each sold separately, subject to availability).

STAR WARS: THE BLACK SERIES IMPERIAL REMNANT AT-AT DRIVER

(Ages 4 & Up | Approx. Retail Price: \$27.99 | Pre-Order on February 13 at 1 PM ET on Hasbro Pulse and participating retailers; available Spring 2026)

DOWNLOAD IMAGES HERE

STAR WARS: THE BLACK SERIES includes 6-inch action figures, vehicles, and roleplay items from the 40-plus-year legacy of the *STAR WARS* galaxy, letting fans create galactic scenes with a faithfulness to *STAR WARS* comic books, movies, series, and more. This *STAR WARS* Hasbro action figure is detailed to look like an Imperial Remnant AT-AT Driver from *STAR WARS: THE MANDALORIAN & GROGU™* movie. Comes with a blaster accessory. With exquisite features and decoration, THE BLACK SERIES embodies the quality and realism that *STAR WARS* devotees love (additional products each sold separately, subject to availability).

STAR WARS: THE BLACK SERIES IMPERIAL REMNANT AT-RT DRIVER

(Ages 4 & Up | Approx. Retail Price: \$27.99 | Pre-Order on February 13 at 1 PM ET on Hasbro Pulse and participating retailers; available Spring 2026)

DOWNLOAD IMAGES HERE

STAR WARS: THE BLACK SERIES includes 6-inch action figures, vehicles, and roleplay items from the 40-plus-year legacy of the *STAR WARS* galaxy, letting fans create galactic scenes with a faithfulness to *STAR WARS* comic books, movies, series, and more. This *STAR WARS* Hasbro action figure is detailed to look like an Imperial Remnant AT-RT Driver from *STAR WARS: THE MANDALORIAN & GROGU™* movie. Comes with a blaster accessory. With exquisite features and decoration, THE BLACK SERIES embodies the quality and realism that *STAR WARS* devotees love (additional products each sold separately, subject to availability).

STAR WARS: THE BLACK SERIES IMPERIAL REMNANT STORMTROOPER

(Ages 4 & Up | Approx. Retail Price: \$27.99 | Pre-Order on February 13 at 1 PM ET on Hasbro Pulse and participating retailers; available Spring 2026)

DOWNLOAD IMAGES HERE

STAR WARS: THE BLACK SERIES includes 6-inch action figures, vehicles, and roleplay items from the 40-plus-year legacy of the *STAR WARS* galaxy, letting fans create galactic scenes with a faithfulness to *STAR WARS* comic books, movies, series, and more. This *STAR WARS* Hasbro action figure is detailed to look like an Imperial Remnant Stormtrooper from *STAR WARS: THE MANDALORIAN & GROGU™* movie. Comes with a blaster accessory and a swappable shoulder pouch. With exquisite features and decoration, *THE BLACK SERIES* embodies the quality and realism that *STAR WARS* devotees love (additional products each sold separately, subject to availability).

STAR WARS: THE BLACK SERIES IMPERIAL REMNANT STORMTROOPER

(Ages 4 & Up | Approx. Retail Price: \$27.99 | Pre-Order on February 13 at 1 PM ET on Target.com; available Spring 2026 exclusively at Target)

DOWNLOAD IMAGES HERE

STAR WARS: THE BLACK SERIES includes 6-inch action figures, vehicles, and roleplay items from the 40-plus-year legacy of the *STAR WARS* galaxy, letting fans create galactic scenes with a faithfulness to *STAR WARS* comic books, movies, series, and more. This *STAR WARS* Hasbro action figure is detailed to look like an Imperial remnant stormtrooper from *STAR WARS: THE MANDALORIAN & GROGU™* movie. Comes with a blaster accessory. With exquisite features and decoration, *THE BLACK SERIES* embodies the quality and realism that *STAR WARS* devotees love (additional products each sold separately, subject to availability).

STAR WARS: THE VINTAGE COLLECTION IMPERIAL REMNANT AT-RT

(Ages 4 & Up | Approx. Retail Price: \$67.99 | Pre-Order on February 13 at 1 PM ET on Hasbro Pulse and participating retailers; available Spring 2026)

DOWNLOAD IMAGES HERE

Celebrate the legacy of *STAR WARS* with premium vehicles, playsets, and action figures from *STAR WARS: THE VINTAGE COLLECTION*. Based on an Imperial Remnant AT-RT from *STAR WARS: THE MANDALORIAN & GROGU™* movie, this 3.75-inch-scale vehicle with figure makes a great addition to any fan's collection. Fans can display this 3.75 inch vehicle — including movie-inspired snowy deco, a center seat to fit your snowtrooper, and attachable blast FX — in their collections. The AT-RT features working leg pistons and articulated joints on each leg for dynamic poseability, plus the ability to fold down into a loading or storage position. Features multiple articulation points, a blaster pistol accessory, and blister-carded packaging with a unique VC number. Inspired by the original line, these collectibles feature premium detail and design across product and packaging, as well as collector-grade deco that fans have come to know and love (additional products each sold separately, subject to availability).

STAR WARS: THE VINTAGE COLLECTION THE MANDALORIAN & GROGU

(Ages 4 & Up | Approx. Retail Price: \$27.99 | Pre-Order on February 13 at 1 PM ET on Hasbro Pulse and participating retailers; available Spring 2026)

DOWNLOAD IMAGES HERE

Celebrate the legacy of *STAR WARS* with premium vehicles, playsets, and action figures from *STAR WARS THE VINTAGE COLLECTION*. Based on The Mandalorian & Grogu from *STAR WARS: THE MANDALORIAN & GROGU™* movie, this 3.75-inch-scale figure makes a great addition to any fan's collection. This Mandalorian figure includes poseable head, arms, and legs so fans can create dynamic poses for display. Comes with an interchangeable right hand for an alternate weapon grip, a jetpack, a blaster rifle, a blaster pistol, a vibroknife, and a sword. Attach the Grogu figure to the Mandalorian's jetpack accessory so he can join his companion on galactic adventures. Inspired by the original line, these collectibles feature premium detail and design across product and packaging, as well as collector-grade deco that fans have come to know and love. Find other *STAR WARS* collectibles from THE VINTAGE COLLECTION to reimagine iconic scenes — or create your own (each sold separately, subject to availability).

STAR WARS: THE VINTAGE COLLECTION IMPERIAL REMNANT AT-AT DRIVER

(Ages 4 & Up | Approx. Retail Price: \$19.99 | Pre-Order on February 13 at 1 PM ET on Hasbro Pulse and participating retailers; available Spring 2026)

DOWNLOAD IMAGES HERE

Celebrate the legacy of *STAR WARS* with premium vehicles, playsets, and action figures from *STAR WARS: THE VINTAGE COLLECTION*. Based on an Imperial Remnant AT-AT Driver from *STAR WARS: THE MANDALORIAN & GROGU™* movie, this 3.75-inch-scale figure makes a great addition to any fan's collection. Pose out this Imperial Remnant AT-AT Driver figure with the included blaster accessory. Calling back to the original 1970s and 1980s vintage toys, package features Kenner branding and design with a unique VC number for collectability. Inspired by the original line, these collectibles feature premium detail and design across product and packaging, as well as collector-grade deco that fans have come to know and love (additional products each sold separately, subject to availability).

STAR WARS: THE VINTAGE COLLECTION IG-11 (NEVARRO MARSHAL)

(Ages 4 & Up | Approx. Retail Price: \$19.99 | Pre-Order on February 13 at 1 PM ET on Hasbro Pulse and participating retailers; available Spring 2026)

DOWNLOAD IMAGES HERE

The Mandalorian returns the blasted fragments of the assassin droid hero, who undergoes a total rebuild — complete with reprogramming and marshal stripes that denote IG-11 as Nevarro's protector. Celebrate the legacy of *STAR WARS* with premium vehicles, playsets, and action figures from *STAR WARS: THE VINTAGE COLLECTION*. Based on IG-11 from *STAR WARS: THE MANDALORIAN & GROGU™* movie, this 3.75-inch-scale figure makes a great addition to any fan's collection. Pose out this IG-11 figure with the included blaster accessory. Calling back to the original 1970s and 1980s vintage toys, package features Kenner branding and design with a unique VC number for collectability. Inspired by the original line, these collectibles feature premium detail and design across product and packaging, as well as collector-grade deco that fans have come to know and love (additional products each sold separately, subject to availability).

STAR WARS: THE VINTAGE COLLECTION IMPERIAL REMNANT SNOWTROOPER

(Ages 4 & Up | Approx. Retail Price: \$19.99 | Pre-Order on February 13 at 1 PM ET on Hasbro Pulse and participating retailers; available Spring 2026)

DOWNLOAD IMAGES HERE

Celebrate the legacy of *STAR WARS* with premium vehicles, playsets, and action figures from *STAR WARS: THE VINTAGE COLLECTION*. Based on an Imperial Remnant Snowtrooper from *STAR WARS: THE MANDALORIAN & GROGU™* movie, this 3.75-inch-scale figure makes a great addition to any fan's collection. Pose out this Imperial Remnant Snowtrooper figure with the included blaster accessories. Calling back to the original 1970s and 1980s vintage toys, package features Kenner branding and design with a unique VC number for collectability. Inspired by the original line, these collectibles feature premium detail and design across product and packaging, as well as collector-grade deco that fans have come to know and love (additional products each sold separately, subject to availability).

STAR WARS: THE VINTAGE COLLECTION IMPERIAL REMNANT STORMTROOPER 4-PACK

(Ages 4 & Up | Approx. Retail Price: \$67.99 | Pre-Order on February 13 at 1 PM ET on Hasbro Pulse and participating retailers; available Spring 2026)

DOWNLOAD IMAGES HERE

Celebrate the legacy of *STAR WARS* with premium vehicles, playsets, and action figures from *STAR WARS: THE VINTAGE COLLECTION*. Based on Imperial remnant stormtroopers from *STAR WARS: THE MANDALORIAN & GROGU™* movie, this 3.75-inch-scale figure multipack makes a great addition to any fan's collection. Each stormtrooper comes with a blaster rifle with 2 additional heavy blaster rifles included. Inspired by the original line, these collectibles feature premium detail and design across product and packaging, as well as collector-grade deco that fans have come to know and love (additional products each sold separately, subject to availability).

NERF STAR WARS THE MANDALORIAN ROCKET GAUNTLET

(Ages 5 & Up | Approx. Retail Price: \$19.99 | Available Spring 2026 at most major retailers)

DOWNLOAD IMAGES HERE

Imagine becoming a galactic bounty hunter with the NERF *STAR WARS* The Mandalorian Rocket Gauntlet! This wrist gauntlet features an adjustable strap that fits most kids' — simply attach to the wrist and get ready for action. Load 1 of the 6 included NERF Elite darts into the chamber and press the button on top of the gauntlet to fire! This *STAR WARS* roleplay toy also features storage space for 2 additional darts so kids can quickly reload and keep the imaginary battles going. Kids blasters make great *STAR WARS* gifts for boys and girls, plus they're the perfect addition to *STAR WARS* costumes. Complete the look with a Mandalorian darksaber or Mandalorian mask (each sold separately, subject to availability).

MONOPOLY STAR WARS THE MANDALORIAN AND GROGU

(Ages 8 & Up | Approx. Retail Price: \$24.99 | Available June 2026 at most major retailers)

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Travel around the galaxy as you reclaim locations and complete missions for the New Republic. Dangers and misfortunes lurk around every corner — but Mando and Grogu are always nearby to lend you aid. Control one of six tokens inspired by the dynamic duo, and earn the most credits by the end of the game to win!

STAR WARS ACTIONVERSE 4.5" FIGURES

(Ages 4 & Up | Approx. Retail Price: \$10.99 | Available Spring 2026 at most major retailers)

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Imagine out of this world adventures with *STAR WARS* ActionVerse action figures. These *STAR WARS* toys come with fun accessories, reusable accessory racks for storage, and feature multiple points of articulation for poseable play. Standing at 4.5 inches tall, these action figures for kids are the perfect addition to your little fan's collection. Look for even more figures and vehicles to collect across Hasbro's ActionVerse, featuring kid-favorite characters and entertainment-inspired design. This *STAR WARS* ACTIONVERSE 4.5" FIGURES assortment includes Grogu (1.3-inches tall) and Zeb Orrelios (4.5-inches tall) action figures (each sold separately, subject to availability).

STAR WARS ACTIONVERSE AT-RT & IMPERIAL REMNANT AT-RT DRIVER

(Ages 4 & Up | Approx. Retail Price: \$32.99 | Available Spring 2026 at most major retailers)

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Imagine epic adventures in a galaxy far, far away with the *STAR WARS* ActionVerse AT-RT & Imperial Remnant AT-RT Driver. This vehicle set comes with a figure, an AT-RT vehicle, and a blaster accessory. The *STAR WARS* vehicle is approximately 8.3-inches tall and includes a seat to attach and hold the driver action figure. Press the lever on the back of the AT-RT to activate the mechanical legs and moving side cannons. Look for even more figures and vehicles inspired by the *STAR WARS: THE MANDALORIAN & GROGU™* movie to collect across Hasbro's ActionVerse, featuring kid-favorite characters and entertainment-inspired design (each sold separately, subject to availability).

STAR WARS ACTIONVERSE GROGU & ANZELLANS STARSHIP

(Ages 4 & Up | Approx. Retail Price: \$21.99 | Available Spring 2026 exclusively at Walmart)

DOWNLOAD IMAGES HERE

Take playtime to the next level with the *STAR WARS* Mandalorian Action FX action figure. This Mandalorian toy features molded on flamethrower and blaster accessories, epic sound effects, and has multiple points of articulation for poseable play. Simply squeeze the Mandalorian's legs together to engage his action-packed movements and sounds. Standing at 6-inches tall, this action figure for kids is the perfect addition to your little fan's collection. Look for even more *STAR WARS* figures to collect (each sold separately, subject to availability).

STAR WARS ACTIONVERSE GUARD DROID & MERCENARY STAP

(Ages 4 & Up | Approx. Retail Price: \$21.99 | Available Spring 2026 at Target stores)

DOWNLOAD IMAGES HERE

Kids can reimagine their favorite scenes or create new adventures with the *STAR WARS* ActionVerse Guard Droid & Mercenary STAP. This vehicle set comes with a guard droid figure, a mercenary STAP vehicle, a vehicle stand, and 2 projectiles. The *STAR WARS* vehicle is approximately 5.75-inches tall and includes a space to attach and hold the droid action figure. Load 2 projectiles into the launchers and press the buttons to imagine firing away during galactic battles. Look for even more figures and vehicles inspired by the *STAR WARS: THE MANDALORIAN & GROGU™* movie to collect across Hasbro's ActionVerse, featuring kid-favorite characters and entertainment-inspired design (each sold separately, subject to availability).

STAR WARS GROGU ACTION FIGURE

(Ages 4 & Up | Approx. Retail Price: \$21.99 | Available Spring 2026 at most major retailers)

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From the screen to your home, this *STAR WARS* Grogu figure lets you bring an iconic character to playtime and collections alike. Imagine adventures by the Mandalorian's side with this 6.5-inch figure, featuring multiple points of articulation and Grogu's new look from the *STAR WARS: THE MANDALORIAN & GROGU™* movie. Grogu figures make fun desk toys or gifts for *STAR WARS* fans ages 4+ (each sold separately, subject to availability).

STAR WARS GROGU SNACK ATTACK

(Ages 4 & Up | Approx. Retail Price: \$4.99 | Available Spring 2026 exclusively at Target)

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Discover your next Grogu obsession with a *STAR WARS* Grogu Snack Attack mystery figure! Each box contains one randomly selected figure featuring Grogu devouring a galactic snack. Which one will you get? There are 13 adorable snack-themed figures in series 1, with equal odds of getting each one (1/13). Look for the special donut figures to make your collection truly stand out! This surprise toy for kids and fans makes a great gift under 5 dollars, *STAR WARS* party decoration, or desk décor (each sold separately, subject to availability).

STAR WARS SNACKIN' GROGU

(Ages 4 & Up | Approx. Retail Price: \$32.99 | Available Spring 2026 exclusively at Target)

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Snack through the galaxy with the *STAR WARS* Snackin' Grogu figure, an interactive toy for kids and fans alike! This poseable Grogu action figure comes with 6 different pretend snacks. Place 1 snack at a time in Grogu's mouth, press his belly to activate his chewing action, and watch the snack disappear. Check his satchel for his snacks and let the feeding frenzy start all over again. Grogu stands at roughly 6.5 inches tall and features his new look from the *STAR WARS: THE MANDALORIAN & GROGU™* movie. Look for even more Grogu and Mandalorian movie toys to give as gifts for *STAR WARS* fans ages 4+ (each sold separately, subject to availability).

STAR WARS HUGGIN' GROGU

(Ages 4 & Up | Approx. Retail Price: \$32.99 | Available Spring 2026 exclusively at Walmart)

[DOWNLOAD IMAGES HERE](#)

Go in for a galactic embrace with the *STAR WARS* Huggin' Grogu figure, an interactive toy for kids and fans alike! This *STAR WARS* toy comes with batteries included, so kids can start playing right out of the box. Press Grogu's head to hear adorable sound effects and make his arms move in a hugging motion. Raise the included Anzellan figure's arms, place it in front of Grogu's armor, and press Grogu's head to make him give the Anzellan a squeeze! Listen for agitated Anzellan sound effects too! What else can you make Grogu hug? Requires 2x 1.5V AA batteries (included). Look for even more Mandalorian movie toys to give as gifts for *STAR WARS* fans ages 4+ (each sold separately, subject to availability).

STAR WARS THE MANDALORIAN ACTION FX

(Ages 4 & Up | Approx. Retail Price: \$16.99 | Available Spring 2026 at most major retailers)

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Take playtime to the next level with the *STAR WARS* Mandalorian Action FX action figure. This Mandalorian toy features molded on flamethrower and blaster accessories, epic sound effects, and has multiple points of articulation for poseable play. Simply squeeze the Mandalorian's legs together to engage his action-packed movements and sounds. Standing at 6-inches tall, this action figure for kids is the perfect addition to your little fan's collection. Look for even more *STAR WARS* figures to collect (each sold separately, subject to availability).

STAR WARS THE MANDALORIAN MASK & BLASTER SET

(Ages 6 & Up | Approx. Retail Price: \$24.99 | Available Spring 2026 at most major retailers)

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Blast off into galactic playtime with the *STAR WARS* The Mandalorian Mask & Blaster Set! This *STAR WARS* 2-pack comes with a Mandalorian mask and a blaster, meaning kids can start having Mandalorian adventures right out of the box. Nerf GlowStrike technology creates light effects and charges the darts to make them glow when fired. Load 2 darts into the blaster, pump the priming slide, and pull the trigger to fire 1 dart at a time with lights and laser blast sounds. This kids toy includes 4 official Nerf GlowStrike foam darts that are tested and approved for performance and quality. Eyewear recommended and 1 AA battery required, not included. It's fun for indoor and outdoor play and makes a great *STAR WARS* gift for kids ages 6 and up!

STAR WARS THE MANDALORIAN ELECTRONIC MASK

(Ages 5 & Up | Approx. Retail Price: \$29.99 | Available Spring 2026 at most major retailers)

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Imagine channeling a fan-favorite character with the *STAR WARS* Mandalorian Electronic Mask! This *STAR WARS* electronic mask features galactic sound effects and Mandalorian phrases — simply press the button on the side of the mask to activate. This *STAR WARS* toy features design and detail inspired by the Mandalorian's helmet and fits most kids' heads with an adjustable strap. Requires 2x 1.5V AAA batteries (included). Kids masks make great *STAR WARS* gifts for boys and girls, plus they're the perfect addition to *STAR WARS* costumes. Complete the look with a Mandalorian darksaber (each sold separately, subject to availability).

STAR WARS THE MANDALORIAN & GROGU BOUNTY BLASTER

(Ages 4 & Up | Approx. Retail Price: \$32.99 | Available Spring 2026 at most major retailers)

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Galactic enemies don't stand a chance against the *STAR WARS* The Mandalorian & Grogu Bounty Blaster! This Mandalorian toy features a molded-on Grogu figure and blaster accessories, epic sound effects, and has multiple points of articulation for poseable play. Simply press the buttons on the Mandalorian's jetpack to engage his action-packed movements and sounds. Standing at 11-inches tall, this action figure for kids is the perfect addition to your little fan's collection. Requires 2x 1.5V AAA batteries (included) Look for even more *STAR WARS* figures to collect (each sold separately, subject to availability).

FURBLETS GROGU FURBY

(Ages 6 & Up | Approx. Retail Price: \$14.99| Available 3/22/26)

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Furblets love to dress up like the cutest bestie in the galaxy! This FURBY Grogu toy has soft green fur, a small 3-inch scale, and over 45 sound effects. Explore the 3 buttons to hear Force sound effects, Grogu babble, and fun feeding noises. The detachable keychain clip makes FURBY Furblet Grogu the perfect for backpack decorations or purse keychain charms so that this cosmic little bestie can be your copilot anywhere you go! It's a perfect gift for Grogu fans of almost any age.



G.I. JOE CLASSIFIED SERIES #197, SNAKE EYES (DAWN MORENO)

(Ages 4 & Up | Approx. Retail Price: \$27.99 | Available now for pre-order; Available at most major retailers June 2026)

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G.I. JOE is a highly skilled, on-demand, special operations force of men and women from around the globe tasked with defending the world from Cobra, a ruthless criminal organization bent on total domination. The brave members of G.I. JOE are prepared to seek out Cobra in any environment on the planet. there's trouble, G.I. JOE is there. New to the G.I. JOE Classified Series line, Snake Eyes (Dawn Moreno) comes ready for adventure, with multiple points of articulation for high poseability. This Snake Eyes (Dawn Moreno) figure of the fan-favorite A Real American Hero comic book character makes her action figure debut in the G.I. JOE toy line. Snake Eyes (Dawn Moreno) contains 7 character-inspired accessory pieces including alternate masked head, 2 katana swords, twin Saya sheath, and weapon accessories. Rescued as a teen from a bleak life in Cobra. Honed into a ninja master. Inherited Snake Eye's memories via Brainwave Scanner. Stealthy. Speedy. Deadly. You'd better believe Dawn's a JOE.

Look for other G.I. JOE figures and toys to build your roster of heroic G.I. JOE's and Cobra villains (Each sold separately. Subject to availability.).

G.I. JOE CLASSIFIED SERIES #198, AIRTIGHT

(Ages 4 & Up | Approx. Retail Price: \$27.99 | Available for pre-order 2/17/26 at 1PM ET; Available at most major retailers June 2026)

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G.I. JOE is a highly skilled, on-demand, special operations force of men and women from around the globe tasked with defending the world from Cobra, a ruthless criminal organization bent on total domination. The brave members of G.I. JOE are prepared to seek out Cobra in any environment on the planet. From hostile jungles to ice-clad arctic peaks... wherever there's trouble, G.I. JOE is there. New to the G.I. JOE Classified Series line, Airtight comes ready for adventure, with multiple points of articulation for high poseability. This Airtight figure contains 5 character-inspired accessory pieces including signature sniffer, helmet with air hoses, compressor pack, connecting tube, and weapon accessory. It takes a mighty weird person to walk into a cloud of toxic gas strong enough to fell a mutant weight-lifter cockroach, but Airtight was a weird kid who grew up into an even stranger adult.

Look for other G.I. JOE figures and toys to build your roster of heroic G.I. JOE's and Cobra villains (Each sold separately. Subject to availability.).

G.I. JOE CLASSIFIED SERIES #199, HYDRO-VIPER

(Ages 4 & Up | Approx. Retail Price: \$27.99 | Available for pre-order 2/17/26 at 1PM ET; Available at most major retailers June 2026)

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G.I. JOE is a highly skilled, on-demand, special operations force of men and women from around the globe tasked with defending the world from Cobra, a ruthless criminal organization bent on total domination. Wherever there's trouble, G.I. JOE is there. New to the G.I. JOE Classified Series line, Hydro-Viper comes ready for adventure, with multiple points of articulation for high poseability. This Hydro-Viper figure contains 7 character-inspired accessory pieces including helmet, backpack, diving knife, 2 fins, harpoon launcher, and pet devil ray. With no restrictions on experimentation and no lack of volunteers Dr. Mindbender and Professor Rottclaw have improved upon Cobra's past attempts to create a squadron of amphibious commandoes able to breath both air and water. Hydro-Vipers are qualified Cobra Eels (Combat Divers) surgically altered to withstand nitrogen narcosis and other side effects of deep diving, making them elite underwater troopers.

Look for other G.I. JOE figures and toys to build your roster of heroic G.I. JOE's and Cobra villains (Each sold separately. Subject to availability.).

G.I. JOE CLASSIFIED SERIES #201, COBRA OVERKILL

(Ages 4 & Up | Approx. Retail Price: \$27.99 | Available for pre-order 2/17/26 at 1PM ET; Available at most major retailers June 2026)

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G.I. JOE is a highly skilled, on-demand, special operations force of men and women from around the globe tasked with defending the world from Cobra, a ruthless criminal organization bent on total domination. The brave members of G.I. JOE are prepared to seek out Cobra in any environment on the planet. Wherever there's trouble, G.I. JOE is there. New to the G.I. JOE Classified Series line, Cobra Overkill comes ready for adventure, with multiple points of articulation for high poseability. This Cobra Overkill figure contains 5 character-inspired accessory pieces including neural scrambler with wrist attachment, alternate claw hand, alternate plasma-blade hand, face plate, and a blaster; plus removable chest plate. Cobra Overkill began as an experimental prototype melding a Battle Android Trooper with a human host: a trooper who ran afoul of a Cobra war game training exercise. Now, with more than fifty percent of his body replaced by mechanical parts, he leads the B.A.T.s on the battlefield.

Look for other G.I. JOE figures and toys to build your roster of heroic G.I. JOE's and Cobra villains (Each sold separately. Subject to availability.).

G.I. JOE CLASSIFIED SERIES #191, COBRA-LA ROYAL GUARD

(Ages 4 & Up | Approx. Retail Price: \$42.99 | Available for pre-order 2/17/26 at 1PM ET; Available at most major retailers June 2026)

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G.I. JOE is a highly skilled, on-demand, special operations force of men and women from around the globe tasked with defending the world from Cobra, a ruthless criminal organization bent on total domination. The brave members of G.I. JOE are prepared to seek out Cobra in any environment on the planet. From hostile jungles to ice-clad arctic peaks... wherever there's trouble, G.I. JOE is there. New to the G.I. JOE Classified Series line, Cobra-La Royal Guard comes ready for adventure, with multiple points of articulation for high poseability. This Cobra-La Royal Guard figure contains 12 character-inspired accessory pieces including 2 wings, 2 helmeted and 1 unmasked alternate heads, spear, removable shoulder armor, swappable bioorganic arm blade gauntlets, sword, and weapon accessory; plus a removable softgoods cape.

Look for other G.I. JOE figures and toys to build your roster of heroic G.I. JOE's and Cobra villains (Each sold separately. Subject to availability.).

G.I. JOE CLASSIFIED SERIES RETRO CARDBACK CRIMSON GUARD

(Ages 4 & Up | Approx. Retail Price: \$27.99 | Available now for pre-order; Available at most major retailers April 2026)

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G.I. JOE is a highly skilled, on-demand, special operations force of men and women from around the globe tasked with defending the world from Cobra, a ruthless criminal organization bent on total domination. The brave members of G.I. JOE are prepared to seek out Cobra in any environment on the planet. From hostile jungles to ice-clad arctic peaks... wherever there's trouble, G.I. JOE is there. New to the G.I. JOE Classified Series line, Crimson Guard comes ready for adventure, with multiple points of articulation for high poseability. This Crimson Guard figure contains 10 character-inspired accessory pieces including backpack, sword, scabbard, 2 alternate hands, knife, figure stand, and weapon accessories. The Crimson Guard are the elite shock troops of the Cobra Legions. Too precious to be wasted on the battlefield, they are dispersed worldwide in deep cover, assuming normal appearances and lifestyles.

Look for other G.I. JOE figures and toys to build your roster of heroic G.I. JOE's and Cobra villains (Each sold separately. Subject to availability.).

G.I. JOE CLASSIFIED SERIES RETRO CARDBACK DAVID “CRAZYLEGS” THOMAS

(Ages 4 & Up | Approx. Retail Price: \$27.99 | Available now for pre-order; Available at most major retailers April 2026)

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G.I. JOE is a highly skilled, on-demand, special operations force of men and women from around the globe tasked with defending the world from Cobra, a ruthless criminal organization bent on total domination. The brave members of G.I. JOE are prepared to seek out Cobra in any environment on the planet. From hostile jungles to ice-clad arctic peaks... wherever there's trouble, G.I. JOE is there. New to the G.I. JOE Classified Series line, David “Crazylegs” Thomas comes ready for adventure, with multiple points of articulation for high poseability. This David “Crazylegs” Thomas figure contains 8 character-inspired accessory pieces including backpack, helmet, goggles, knife, figure stand, and weapon accessories. Crazylegs has a penchant for humming classical music, and there's no sweeter sound when you're pinned down by enemy fire and he comes to haul your rear to safety.

Look for other G.I. JOE figures and toys to build your roster of heroic G.I. JOE's and Cobra villains (Each sold separately. Subject to availability.).

G.I. JOE CLASSIFIED SERIES RETRO CARDBACK RAFAEL “ZAP” MELENDEZ

(Ages 4 & Up | Approx. Retail Price: \$27.99 | Available now for pre-order; Available at most major retailers April 2026)

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G.I. JOE is a highly skilled, on-demand, special operations force of men and women from around the globe tasked with defending the world from Cobra, a ruthless criminal organization bent on total domination. The brave members of G.I. JOE are prepared to seek out Cobra in any environment on the planet. From hostile jungles to ice-clad arctic peaks... wherever there's trouble, G.I. JOE is there. New to the G.I. JOE Classified Series line, Rafael “Zap” Melendez comes ready for adventure, with multiple points of articulation for high poseability. This Rafael “Zap” Melendez figure contains 12 character-inspired accessory pieces including helmet, 2 alternate hands, bazooka, backpack which stores 4 rockets, figure stand, and weapon accessory. Specializing in armor-piercing and anti-tank weapons as well as demolitions, Zap is cool under fire. He has to be...the stuff he works on could blow up at anytime.

Look for other G.I. JOE figures and toys to build your roster of heroic G.I. JOE's and Cobra villains (Each sold separately. Subject to availability.).

G.I. JOE CLASSIFIED SERIES #186, EDWIN “LIFELINE” STEEN

(Ages 4 & Up | Approx. Retail Price: \$27.99 | Available now for pre-order; Available at most major retailers March 2026)

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G.I. JOE is a highly skilled, on-demand, special operations force of men and women from around the globe tasked with defending the world from Cobra, a ruthless criminal organization bent on total domination. The brave members of G.I. JOE are prepared to seek out Cobra in any environment on the planet. From hostile jungles to ice-clad arctic peaks... wherever there's trouble, G.I. JOE is there. New to the G.I. JOE Classified Series line, Edwin “Lifeline” Steen comes ready for adventure, with multiple points of articulation for high poseability. This Edwin “Lifeline” Steen figure contains 11 character-inspired accessory pieces including helmet, backpack, medic bag, breathing mask, blood bag, flashlight, knife, 2 goggles, weapon accessory, and his signature green glasses. The troops have to know that if something really heavy comes down on them and they're in no condition to walk out of the mess, somebody is going to have the heart to wade in and extricate them. That somebody is Lifeline.

G.I. JOE CLASSIFIED SERIES #187, NIGHT-VIPER

(Ages 4 & Up | Approx. Retail Price: \$27.99 | Available now for pre-order; Available at most major retailers March 2026)

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G.I. JOE is a highly skilled, on-demand, special operations force of men and women from around the globe tasked with defending the world from Cobra, a ruthless criminal organization bent on total domination. The brave members of G.I. JOE are prepared to seek out Cobra in any environment on the planet. Wherever there's trouble, G.I. JOE is there. New to the G.I. JOE Classified Series line, Night-Viper comes ready for adventure, with multiple points of articulation for high poseability. This Night-Viper figure contains 7 character-inspired accessory pieces including alternate helmeted head with night-vision visor, backpack, 2 knives, and weapon accessories. The powerful infrared detector of a Night-Viper's helmet can spot the body heat of a squirrel at 100 yards. Their combat suit and weapons are mostly made of synthetic composites that reduce their own infrared signature and defy most ground radars. Direct intense light can overload sensors. The problem is you have to find him first.

**G.I. JOE CLASSIFIED SERIES #188,
BRENT “HIT & RUN” SCOTT**

(Ages 4 & Up | Approx. Retail Price: \$27.99 | Available now for pre-order; Available at most major retailers March 2026)

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G.I. JOE is a highly skilled, on-demand, special operations force of men and women from around the globe tasked with defending the world from Cobra, a ruthless criminal organization bent on total domination. The brave members of G.I. JOE are prepared to seek out Cobra in any environment on the planet. From hostile jungles to ice-clad arctic peaks... wherever there's trouble, G.I. JOE is there. New to the G.I. JOE Classified Series line, Brent “Hit & Run” Scott comes ready for adventure, with multiple points of articulation for high poseability. This Brent “Hit & Run” Scott figure contains 10 character-inspired accessory pieces including grappling hook, grappling hook handle, machete, duffel bag, knife, helmet goggles, and weapon accessories. Orphaned at a young age, Hit & Run grew up “practicing” for his future career by scaling the sheer walls of the county institution where he grew up. As soon as he was of age he ran direct from the custody of the county to a recruiting office.

**G.I. JOE CLASSIFIED SERIES #189,
BRADLEY “BIG LOB” SANDERS**

(Ages 4 & Up | Approx. Retail Price: \$27.99 | Available now for pre-order; Available at most major retailers March 2026)

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G.I. JOE is a highly skilled, on-demand, special operations force of men and women from around the globe tasked with defending the world from Cobra, a ruthless criminal organization bent on total domination. Wherever there's trouble, G.I. JOE is there. New to the G.I. JOE Classified Series line, Bradley “Big Lob” Sanders comes ready for adventure, with multiple points of articulation for high poseability. This Bradley “Big Lob” Sanders figure contains 8 character-inspired accessory pieces including alternate hand, hand with basketball, knife, grenade, “alley-ooop” grenade launcher, “fadeaway” rifle, and weapon accessories. A top athlete who opted to enlist in the Reserves rather than pro sports, Big Lob's precise distance grenade throws and exceptional skill with the “alley-ooop” multi-shot grenade launcher and “fadeaway” quickly caught the attention of the G.I. JOE team, who recruited him under their Rawhides program. When Big Lob makes his move, he always shoots to score the big win.

G.I. JOE CLASSIFIED SERIES #190, MOLE RAT (STAGE 2)

(Ages 4 & Up | Approx. Retail Price: \$27.99 | Available now for pre-order; Available at most major retailers March 2026)

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G.I. JOE is a highly skilled, on-demand, special operations force of men and women from around the globe tasked with defending the world from Cobra, a ruthless criminal organization bent on total domination. Wherever there's trouble, G.I. JOE is there. New to the G.I. JOE Classified Series line, Mole Rat (Stage 2) comes ready for adventure, with multiple points of articulation for high poseability. This Mole Rat figure contains 8 character-inspired accessory pieces including backpack, scanner, Dark Energon cannister, 2 alternate mutated heads, and a drill trigger with drill bit, and weapon accessory. The Mole Rats, Cobra's scientific cannon fodder, continue to extract deposits of volatile Dark Energon as an energy source to power Cobra's war machine. Extended exposure has sparked certain troopers to become mindless husks bent on destroying anything in their path and Stage 2 of the infection has only accelerated their degeneration.

DUNGEONS & DRAGONS QUESTERS

(Ages 5-8 | Approx. Retail Price: Varies | Available July 2026 at major toy retailers worldwide)

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Questers™ is a new collectible action figure line built to spark imagination, creativity, and storytelling for Gen Alpha, while tapping into the nostalgia and passion of longtime fans of the legendary role-playing game. Questers bridges generations by translating the epic fantasy, iconic creatures, and heroic archetypes of D&D into a playful, discovery-driven toy experience.

DUNGEONS & DRAGONS FIZBAN'S FORTUNE

(Approx. Retail Price: \$24.99)

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Fizban's Fortune is a premium line of oversized D20 dice inspired by the legendary magic and mystery of dragons featured in Fizban's Treasury of Dragons. Each blind box set feels like a treasure pulled straight from a dragon's hoard—with each of the 30+ dice inspired by dragons. Possibilities include metal, sharp edge, hollow, liquid core and gemstone dice!

MAGIC: THE GATHERING | MARVEL SUPER HEROES

(Ages 13 & Up | Approx. Retail Price: Varies | Available June 26, 2026)

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The Marvel Universe has arrived in full force! An all-star roster of heavy hitters jumps from the comics to the battlefield, and the fate of the world hangs in the balance. Build your dream super team of Heroes and Villains, then suit them up with iconic gear and unleash their earthshaking abilities. Soar, strike, and smash your way to victory in Magic: The Gathering | Marvel Super Heroes!

MAGIC: THE GATHERING | SECRETS OF STRIXHAVEN

(Ages 13 & Up | Approx. Retail Price: Varies | Available April 24, 2026)

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Return to Strixhaven, *Magic's* beloved mage school, and uncover years of mysteries as you explore its hallowed halls and beyond. The five colleges are back, each with their own unique look, feel, and magic focus. As you increase your skills, make academic discoveries and work to prove your college is the best, but beware—second-year knowledge comes with a side of increased danger.

MAGIC: THE GATHERING | TEENAGE MUTANT NINJA TURTLES

(Ages 13 & Up | Approx. Retail Price: Varies | Available March 6, 2026)

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The heroes in a half shell are heading into the world's premier collectible card game! Bring decades of turtle power to your games of Magic with *Magic: The Gathering*® | *Teenage Mutant Ninja Turtles*. This set draws from the entire history of Teenage Mutant Ninja Turtles media and offers a wide range of products to match. If you grew up watching the adventures of Leonardo, Donatello, Raphael, and Michelangelo, you can share those stories with a new generation of *Magic* players.



Product Catalog

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