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### **NEW PRODUCTS IN THE BUMKINS DC INSPIRED PRODUCT LINEUP**

PHOENIX, (October 6, 2017) – The rise of the DC Super Hero continues to soar, and Bumkins aims to meet the demand with fresh new products in its popular lineup of products produced in partnership with Warner Bros. Consumer Products, on behalf of DC Entertainment.

Lunchbox favorite, the Bumkins Snack Bag, gets updated with new designs featuring Superman, Batman and Wonder Woman, and is now packaged in a set of three. Each of the bags has a different, complimentary design featuring the character or iconic logos. Perfect for Super Hero fans of all ages, these bags are lab-tested food safe, and clean up easily by hand, in the dishwasher (top rack) or in the washing machine. Lunch has never been so much fun!

For little ones embarking on the journey of self-feeding, or just diving into messy meals, the Bumkins Sleeved Bib now features costume designs inspired by Superman, Batman and Wonder Woman. With its long-sleeved design and generously sized catch-all pocket, this bib provides the full coverage that parents love, plus the opportunity for kids to play dress-up at the table.

Finally, Batman may take flight, but the new Silicone Grip Dish in the shape of the Batman logo does not! Armed with a strong suction base and made from durable 100% food grade silicone, the dish fits most high chair trays. The three sections are perfect for toddler-sized portions, but parents may be tempted to use the dish for their own snacks!

Products will be available for purchase in national retailers, as well as on Bumkins.com and Amazon.com in the US, beginning Fall 2017.

### **About Bumkins**

Built upon the success of the company's award-winning SuperBib®, Bumkins' product line includes a variety of bibs, smocks and eco-friendly reusable bags made from its signature soft, machine washable, waterproof fabric. Products feature fun, colorful prints of Bumkins' own design, along with those from licenses like Disney, DC Comics, Dr. Seuss and Nintendo. The company has recently branched out to produce silicone teething products, along with a selection of dishware to further solidify its stronghold in the feeding industry.

### **About Warner Bros. Consumer Products**

Warner Bros. Consumer Products (WBCP), a Warner Bros. Entertainment Company, extends the Studio's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBCP partners with best-in-class licensees globally on an award-winning range of toys, fashion, home décor, and publishing inspired by franchises and properties such as DC, J.K. Rowling's Wizarding World, Looney Tunes and Hanna-Barbera. The division's successful global themed entertainment business includes groundbreaking experiences such as The Wizarding World of Harry Potter and Warner Bros. World Abu Dhabi (opening 2018). With innovative global licensing and merchandising programs, retail initiatives, promotional partnerships and themed experiences, WBCP is one of the leading licensing and retail merchandising organizations in the world.

### **About DC Entertainment**

DC Entertainment, home to iconic brands DC (Superman, Batman, Green Lantern, Wonder Woman, The Flash, etc.), Vertigo (Sandman, Fables, etc.) and MAD, is the creative division charged with strategically integrating across Warner Bros. and Time Warner. DC Entertainment works in concert with many key Warner Bros. divisions to unleash its stories and characters across all media, including but not limited to film, television, consumer products, home entertainment, and interactive games. Publishing thousands of comic books, graphic novels and magazines each year, DC Entertainment is one of the largest English-language publishers of comics in the world