

## TYTAN MAGNETIC TILES BRING IN DISNEY CHARACTERS KNOWN THE WORLD-OVER

Stitch and Mickey are Just Two Examples From This Crowd-Pleasing Collection

Marshfield, MA (April 22, 2025) – Some toys are so well made and designed, they just 'click!' No toy exemplifies this better than Tytan Magnetic Tiles. Constructed for durability and function, Tytan Magnetic Tiles allow kids to create anything they can imagine with a satisfying click as each magnetic tile sticks firmly together. Tytan Magnetic Tiles set themselves apart from the competition with their super sturdy construction. Magnets are unbelievably fun, educational and mesmerizing toys for youngsters as long as they're delivered in a safe medium, and the Tytan name guarantees not only utmost safety, but the highest quality as well. Tytan tiles have undergone tons of tests to ensure the perfect design; a synthesis of structural integrity, effortless function, and fun factor! The translucent, non-toxic material allows kids to see the magnetic mechanisms at play, and the molded cog design reinforcing the center of each tile is a visual assurance to parents that this toy is premium quality and safe for their child, all at a budget-friendly price.

But of course, recognizable characters from pop culture are a great way to add to the excitement of any creative toy, and Tytan Toys has THE licensing partner, Disney! The eye-catching Disney Collection brings home the magic of Disney with beloved characters featured through each of the magnetic tile sets. To coincide with Disneyland's 70th Anniversary, the debut of Walt Disney – A Magical Life audio animatronic show on May 16th, and the premier of the live action Lilo & Stitch movie on May 23rd, Tytan Toys has the perfect summer toys to celebrate the occasions, introducing the Micky Mouse Clubhouse and Stitch Magnetic Tile Sets!



Knock knock, can we enter the clubhouse? No password needed here; Mickey is welcoming to everyone!



The Mickey Mouse Clubhouse Magnetic Tile set (\$39.99, for 3+ years) is the perfect set for beginners. With lots of square tiles to work with, it's a perfect introduction for new minds that are discovering magnetic building toys for the first time. But of course, Mickey has more fun tricks up his sleeve, such as triangular tiles, rectangular tiles, and even special 3D magnetic set pieces like. Mickey's glove and his iconic head silhouette, ears and all! Once your special clubhouse is built, it's time to invite some guests! Kids can use the included reusable character stickers to bring their clubhouse to life, sticking them to any magnetized surface for custom scenes and storytelling. In addition to featuring official Disney artwork of fan favorite characters like Mickey,

Goofy and Donald, character stickers stay in place forever but peel back off easily when desired. Kiddos can feel welcome to change their mind, place their stickers in another spot, or dismantle their clubhouse for renovations to make something entirely new! That's the heart and soul of Tytan Magnetic Tile sets: creativity!

Ohana means family, and Tytan Magnetic Tiles mean fun! Say hello to the Stitch Magnetic Tile set (\$39.99, for

3+ years), which includes a variety of wildly different shapes in order to make some very unique constructions. Create a slice of Stitch's idyllic Hawaiian home with bright crystalline blue water and yellow beach tiles. Craft a palm tree to complete the aesthetic or use those tiles to make your own original set pieces. Included with the set are two-character magnets: Stitch and Angel, to help children engage in narrative play and make their own scenarios. Spread out the blue tiles to make a tranquil ocean and a relaxing day at the beach. Or use the special transparent clear piece in conjunction with the surfboard to let Stitch and Angel hang ten on a gnarly wave! After all, twice the aliens mean twice the trouble, but it also means twice the fun for fans of Disney's Stitch!



Tytan Magnetic tiles offer endless play potential for an affordable price, but those are merely two of their benefits:

**Educational Fun:** Tytan Toys are certified by STEM.org as a legitimate educational tool. Using the internal magnets to combine and take apart tiles, kids learn special awareness, intuitive geometry, problem solving, and more.

**Limit Screen Time:** In a world of endless digital diversions Tytan Toys brings a tactile touch to playtime. Using their brain and minimizing blue glow while doing so, children will be mesmerized by the beautifully rich colors of the tiles and satisfying physical play of building with the tiles.



**Perfect Size:** The ergonomic design of the magnetic tiles makes them perfect for children (3+) to develop their fine motor skills while still having fun. Kids from toddlers to school aged children can easily snap the blocks together and just as easily take them apart.

**Easy to Store & Move:** Carrying bags are included with each set, allowing kids to take their tiles on trips and make sure the creative expiration never ends.

**Safety First:** Children's safety is Tytan's top priority. Their magnetic tile kits are made with environmentally friendly materials and are Child Safety Certified.

"When it comes to sparking creativity and engaging young minds, few brands can compete with Disney's timeless magic," said Nicholas Romano, Tytan Toys President. "At Tytan, we've harnessed this iconic inspiration to create a line of magnetic tiles that redefines play for children and families alike. Our Disney-inspired magnetic tiles blend

education, creativity, and the joy of imaginative storytelling, creating a unique play experience that stands out in the crowded world of toys."

The Disney Collection can be found at <u>Target.com</u>, <u>Walmart.com</u>, <u>Amazon.com</u>, <u>Kohls.com</u>, and <u>TytanToys.com</u>. The full Disney Collection also includes sets featuring Minnie, Ariel, Frozen and more. See what creative adventures await you with Tytan Magnetic Tiles' Disney Collection.

## **About Tytan Toys**

Tytan Toys offers magnetic tiles in a variety of shapes and sizes, designed to inspire creativity and innovation through hands-on play. With just a click, these magnetic tiles transform into endless possibilities, limited only by their imagination. Featuring bright, vibrant colors, Tytan Tiles encourage children to explore their creativity, develop fine motor skills, and engage in screen-free fun. As the official Disney Collection, Tytan showcases beloved characters that add an extra layer of magic to creative play. Tytan Toys brings learning, imagination, and a touch of Disney magic together in a way that's both engaging and educational. Shop online at <a href="ItytanToys.com">ItytanToys.com</a> and follow on Instagram <a href="ItytanToys.com">@TytanToys.</a>

## For inquiries contact:

Marcel Maillet | VP of Marketing Tytan Toys marcel.maillet@tytantoys.com

Mobile: 617-438-3275

