

Moonlite™ Launches Limited-Edition Story Book Projector on Kickstarter in Partnership with Non-Profit Organization Baby2Baby

Moonlite™ and Baby2Baby Aim to Bring the Magic of Storytime to over 60,000 Children Living in Poverty Nationwide

TORONTO, Nov. 13, 2018 /CNW/ - Moonlite™, a Spin Master Corp. (TSX: TOY) licensed brand, has released a limited-edition Rose Gold Moonlite Projector Pack on Kickstarter, in support of Baby2Baby, a non-profit organization that provides children living in poverty with diapers, clothing and all the basic necessities that every child deserves.



Inspired by her daughter's love of shadow play, mother and former Google veteran Natalie Rebot created Moonlite, a children's story book projector that attaches to almost any mobile phone and uses the flashlight to project vibrant story images onto the ceiling or wall. After its initial debut on Kickstarter in December 2017, the product went viral. With over 60 million video views to-date and landing on many coveted top toy lists, Moonlite made its return to Kickstarter - this time to give back.

The limited-edition Rose Gold Moonlite Projector Pack launched on Kickstarter on November 5th and reached the funding goal in under 72 hours, in support of strengthening children's literacy across the nation. For each Rose Gold Moonlite pledged, Moonlite will donate 10 books to Baby2Baby, with the goal of bringing the magic of story time to over 12,500 children living in poverty this holiday season. Combined with Moonlite's ongoing support for Baby2Baby, a total of 60,000 books will be donated for the year.

"We are thrilled to be partnering with Moonlite this year," said Kelly Sawyer Patricof and Norah Weinstein, Co-Presidents of Baby2Baby. "Their partnership has already made a tremendous impact on our program and we are grateful for their continued support helping us to provide low-income children with books that every child deserves."

"Studies have shown that reading with kids leads to positive outcomes, including a stronger vocabulary and greater success of them reading on their own," said Moonlite Founder Natalie Rebot. "In middle-income neighborhoods there are roughly 13 books for every child, however in lower-income neighborhoods, the ratio is just one age-appropriate book for every 300 children¹, Moonlite wants to help change that statistic for the better."

As part of Moonlite's continued growth, the brand is expanding its library reels collection this fall with the addition of many beloved children's titles and New York Times best sellers including:

- *We're All Wonders, I Wish You More, Princesses Wear Pants, Princesses Save the World, Love You Forever, Mr. Strong, Little Miss Sunshine, Clark the Shark – Afraid of the Dark, Sago Mini: Robin's Bear, Be Brave, Little One, Goodnight, Construction Site, Ten Little Fingers, Ten Little Toes, Goldilocks and the Three Little Bears, Counting Kisses, Uni the Unicorn and the Dream Come True.*

In addition to these titles, a number of new packs from top children's book authors will be released to further elevate the Moonlite reading experience, including:

- *A Disney Mickey & Friends Gift Pack, An Eric Carle Gift Pack, An Eric Carle Starter Pack and a Robert Munsch Starter Pack.*

The limited-edition Rose Gold Moonlite is now available on [Kickstarter](https://www.kickstarter.com/projects/moonlite/moonlite-limited-edition-rose-gold-projector-pack) and retails for \$89 USD, while quantities last.

ABOUT SPIN MASTER

Spin Master (TSX:TOY; www.spinmaster.com) is a leading global children's entertainment company that creates, designs, manufactures, licenses and markets a diversified portfolio of innovative toys, games, products and entertainment properties. Spin Master is best known for award-winning brands including Zoomer®, Bakugan®, Erector® by Meccano®, Hatchimals®, Air

Hogs® and PAW Patrol®. Since 2000, Spin Master has received 103 TIA Toy of The Year (TOTY) nominations with 28 wins across a variety of product categories, including 13 TOTY nominations for Innovative Toy of the Year, more than any of its competitors. To date, Spin Master has produced six television series, including 2007 success Bakugan Battle Brawlers and current hit PAW Patrol, which is broadcast in over 160 countries and territories globally. Spin Master has 28 offices and employs over 1,700 people globally in Canada, United States, Mexico, France, Italy, United Kingdom, Russia, Slovakia, Poland, Germany, Sweden, the Netherlands, China, Hong Kong, Japan, Vietnam and Australia.

ABOUT BABY2BABY

Baby2Baby, a non-profit organization led by Co-Presidents Kelly Sawyer Patricof and Norah Weinstein, provides children living in poverty, ages 0-12 years, with diapers, clothing and all the basic necessities that every child deserves. Every year, Baby2Baby serves hundreds of thousands of children across the country. To date, the organization has distributed over 50 million items to children living in poverty. To learn more about Baby2Baby please visit www.baby2baby.org.

1 Neuman, Susan B. and David K. Dickinson, ed. *Handbook of Early Literacy Research, Volume 2*. New York, NY: 2006, p. 31

SOURCE Spin Master

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<https://spinmaster.mediaroom.com/2018-11-13-Moonlite-TM-Launches-Limited-Edition-Story-Book-Projector-on-Kickstarter-in-Partnership-with-Non-Profit-Organization-Baby2Baby>