

Jason Kelce Takes the Mic for a Play-by-Play Unveiling of the All-New Hatchimals Alive Mystery Hatch

TORONTO, Oct. 4, 2024 /CNW/ - Spin Master, a leading global children's entertainment company, reveals today an all-new member of the Hatchimals® toy family, the Hatchimals Alive™ Mystery Hatch™, celebrating the release with none other than Jason Kelce. The former Philadelphia Eagles center, New Heights Podcast host and most importantly dad to his three daughters, leans into his new role as sports commentator giving [the full analysis of the magical new hatching experience](#)



"I love getting down on the floor and playing with my kids, you know dishing out the fun dad energy," said Kelce. "Breaking down the Hatchimals play was wild, it taps back, there's magical mist *and then* it hatches and you get to see who's inside?! Hatchimals definitely scores points with the Kelce's. Did you see how cute the Pufficorn is?"

True to his roots, Kelce is also teaming up with Spin Master to deliver the joy of play to kids this holiday season, with a toy donation in the works for children in Philadelphia as part of his upcoming "A Philly Special Christmas Party" album release on November 29, 2024. The toys donated will include the all-new *Hatchimals Alive Mystery Hatch* along with other Spin Master hot toys from popular brands including PAW Patrol®, Tech Deck®, Rubik's® Cube and Kinetic Sand®.

Hatchimals Alive Mystery Hatch

- Something magical is finally here: introducing *Hatchimals Alive Mystery Hatch*. Featuring an exciting hatching experience with mist, lights, and over 100 sounds and reactions, these *Hatchimals* are a must-have, ready to hatch with the help of a child's love! Insert the Hatchi-Wings into the egg and listen for the heartbeat. Nurture and cuddle the egg, then tap, lift, and rock it to encourage the character to hatch. The egg rocks and lights up, with sounds and reactions from the *Hatchimal* inside. Once enough love is given, the egg glows with a rainbow light, and magical mist appears, building anticipation. The *Hatchimal* will hatch, singing Hatchi-Birthday. There are endless ways to play with *Hatchimals*—pet, feed, play peek-a-boo, teach them to talk, give kisses, and more. They can even flutter their wings and dance. (Ages 5+)

"The original *Hatchimals*, released in 2016, captivated millions with over 14.2 million units sold," said Spin Master's Doug Wadleigh, President of Toys. "Now, a new generation of kids – including the Kelce kids - meets the next generation of *Hatchimals*. The game-changing holiday favorite that once shook up the toy industry is now redefining toy magic with the launch of *Mystery Hatch*."

Hatchimals Alive Mystery Hatch has a suggested retail price of \$59.99 US and is available at major retailers today, October 4, 2024 – *Hatchimals Day*!

Follow along at @Hatchimals, @SpinMaster.

About Spin Master

Spin Master Corp. (TSX: TOY) is a leading global children's entertainment company, creating exceptional play experiences through its three creative centres: Toys, Entertainment and Digital Games. With distribution in over 100 countries, Spin Master is best known for award-winning brands PAW Patrol®, Hatchimals®, Bakugan®, Kinetic Sand®, Air Hogs®, Melissa & Doug®, Rubik's® Cube and GUND®, and is the global toy licensee for other popular properties. Spin Master Entertainment creates and produces compelling multiplatform content, through its in-house studio and partnerships with outside creators, including the preschool franchise *PAW Patrol*, and numerous other original shows, short-form series and feature films. The Company has an established presence in digital games, anchored by the Toca Boca® and Sago Mini® brands, offering open-ended and creative game and educational play in digital environments. Through Spin Master Ventures, the Company makes minority investments globally in emerging companies and start-ups. With 29 offices spanning nearly 20 countries, Spin Master employs close to 3,000 team members globally. For more information visit spinmaster.com or follow on Instagram, Facebook and Twitter @spinmaster.



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