

Spin Master Celebrates 25 Years of Nickelodeon's Iconic Explorer Dora, with an All-New Toy Collection Inspired by the Hit Paramount+ Original Animated Preschool Series

Beloved Latina Heroine Returns with New Toys to Spark Adventure, Learning, and Imagination

TORONTO, June 30, 2025 /CNW/ - [Spin Master Corp.](#), a leading global children's entertainment company, today announced the launch of an all-new *DORA* toy collection, inspired by the hit Paramount+ original animated preschool series produced by Nickelodeon Animation. Coinciding with the 25th anniversary of the global pop-culture phenomenon, the innovative toys embody Dora's spirit of curiosity and courage, inviting a new generation of children to explore, play, and learn alongside the groundbreaking Latina heroine.



Created in collaboration with Paramount Consumer Products, the collection of interactive playsets, musical toys and dolls have been expressly designed for children ages 3 and up, with some featuring Spanish vocabulary components.

Featured toys include:

Explore & Play Rainforest Casita

- Unfold a world of discovery with this multi-level rainforest playset featuring seven interactive areas, sounds from the show and songs that feature Spanish words and phrases. The Casita also features figures of Dora and Boots, which kids can send down slides, swing on vines, cross bridges, dance and even uncover a surprise visit from Swiper. Includes 8+ play pieces and a special collector's card to help expand kids' Spanish vocabulary. (SRP \$49.99)

Dance With Me Dora

- With the push of her flower-adorned shoes, this 12-inch interactive doll dances and twirls to songs and phrases from the show that incorporate Spanish vocabulary. Includes two colorful skirts for the doll and barrettes and comes with a special collectible card to delight young fans. (SRP \$49.99)

My Adventure Backpack

- Dora's signature backpack is ready for any adventure. Standing 8 inches tall, Backpack features expressive moving eyes and mouth, a retractable map, and explorer essentials like binoculars and a compass. Backpack opens for storage and includes adjustable straps for on-the-go fun. (SRP \$24.99)

Dora's Rainforest Rhythms Microphone

- Sing along with Dora and Boots! This kid-sized microphone features Dora's top 5 favorite songs and phrases that incorporate Spanish vocabulary, including "We Did It" and "Todos Juntos," plus popular phrases like "That's banana-riffic". A collectable card is also included. (SRP \$12.99)

"Dora is an iconic character with an enduring legacy having inspired generations of preschoolers to be curious and brave explorers," said Doug Wadleigh, Spin Master's President, Toys. "Our new collection brings Dora's spirit to today's fans and families, sparking playtime exploration, encouraging learning new languages and celebrating Dora's world of adventures."

"We are thrilled to partner with Spin Master where innovation is at the heart of everything they do," said Lourdes Arocho, Senior Vice President, Consumer Products & Experiences, Paramount. "Bringing that spirit to our beloved Dora is truly exciting. The *DORA* toy line captures everything young explorers need for their next adventure."

The collection is available starting July 1st in the U.S. on Amazon.com, launching at Target and Walmart later this summer.

For more information on the new *DORA* toy line, visit www.SpinMaster.com.

About Spin Master

Spin Master Corp. (TSX:TOY) is a leading global children's entertainment company, creating exceptional play experiences across its three creative centres: Toys, Entertainment and Digital Games. With worldwide toy distribution, Spin Master is best known for award-winning brands including PAW Patrol®, Melissa & Doug®, Bakugan® and Rubik's® Cube, and is the global toy licensee for other iconic properties. Through its in-house entertainment studio, the company creates and produces captivating multiplatform content including powerhouse preschool franchise *PAW Patrol*, along with other original shows, short-form series and feature films. With an established presence in digital games anchored by Toca Boca® and Piknik™, Spin Master engages 70 million active users monthly in open-ended, creative and safe play. With 29 offices spanning nearly 20 countries, Spin Master employs more than 2,500 team members globally.

About Paramount Consumer Products

Paramount Consumer Products oversees all licensing and merchandising for Paramount (Nasdaq: PARA, PARAA), a leading global media and entertainment company that creates premium content and experiences for audiences worldwide. Driven by a diverse slate of consumer brands, Paramount Consumer Products' portfolio is based on content from platforms including Paramount+, CBS (including CBS Television Studios and CBS Television Distribution), cable networks (including MTV, Nickelodeon and Showtime), and Paramount Pictures. Additionally, the division operates Paramount Game Studios. With properties spanning animation, live-action, preschool, youth and adult, Paramount Consumer Products is committed to creating the highest quality product for some of the world's most beloved, iconic franchises. To view our range of consumer products and Paramount branded apparel, visit ParamountShop.com.



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