



Yottoy Productions, Inc.  
2022 Collection



Dear Friends and Customers,

YOTTOY is as happy as our smile logo reflects when YOTTOY toys & books actively bring joy & comfort, help build meaningful connections, and bring generations together through shared story time and inspired playtime!

YOTTOY (yaht-toy) – toy spelled backwards and forwards – offers a carefully curated assortment of character toys from beloved classic and contemporary children's books.

This year we are thrilled to debut a Leo Lionni Collection - comprised of Lionni's most highly acclaimed characters and stories to guide children through "complex" feelings. With Frederick the mouse and Chameleon, children will learn that our differences are what make each of us exceptional and unique.

*Chicka Chicka Boom Boom* has a bright new friend to increase the fun of learning the ABC's. As kids hug and love this new Chicka Monkey, perceptive abilities will strengthen as they look for letters in the alphabet jungle of this colorful patterned soft plush.

In celebration of Elephant & Piggie's 15th anniversary, this lovable pair of best friends appear this year with a new playful twist! With an all-over pattern of Elephant & Piggie book covers, story time will be extra lively as kids spot their favorite Elephant & Piggie books printed on these limited-edition soft toys.

Also new is *Unlimited Squirrels* from Mo Willems with a playful energy and fun ways for children to learn about the world around them. Zoom Squirrel & Acorn are an animated quirky pair who naturally prompt lots of laughter!

Additional big news! *The Velveteen Rabbit* celebrates 100 years, which shows the power of story time magic and how companion toys are loved so much that they can feel real and withstand the test of time. *The Rainbow Fish* also shines bright, with 30 years of teaching us the importance of sharing!

Especially now, soft toys make excellent companions to help children become more socially comfortable. It is YOTTOY's privilege to provide relevant and meaningful books and toys to help foster children's emotional development. Research continues to emphasize that tangible character soft toy animals have many more developmental benefits than characters on screens. We applaud the growing number of families realizing the importance of screen-free time, and finding time to read together with our accompanying book companions.

YOTTOY safety tests every toy we produce, and continues to maintain a perfect track record without any safety concerns. We give great care and attention with every product we design and deliver, so children of all ages receive the very best.

We invite you to visit our New York City design studio via Zoom or by appointment, to see clever concepts evolve into timeless treasures! You can also see what's new at [www.yottoy.com](http://www.yottoy.com), or by following us on Facebook, Instagram and TikTok at @yottoyproductions, or on Pinterest at YottoyProductionsInc.

We have dedicated customer service teams in New York and Maryland to assist customers. If you have questions, contact us at [yottoy@yottoy.com](mailto:yottoy@yottoy.com) or 877-YOTTOYS.

Join YOTTOY as we continue to weave together the magical worlds of play and storytelling with comforting companionship. We hope that you will feel inspired as you browse these pages, and benefit from relationships enhanced by our toys year after year!

Sincerely,

Kate Karcher Clark  
Founder & President

Peter Doodeheefver  
Creative Director

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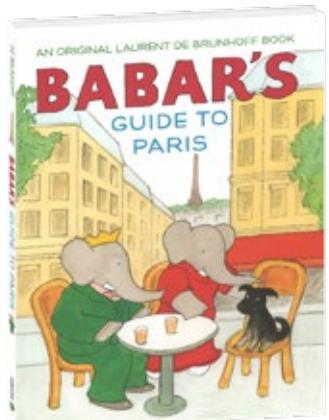
# BABAR™

The classic story of Babar the Elephant, created by Jean de Brunhoff in 1931 and continued by his son, Laurent de Brunhoff, has been loved by generations throughout the world. Babar came from humble beginnings in Africa to become the wise and gentle king of Celesteville. With over sixty books, Babar continues to enchant readers with his spirit of adventure, inspired by worldwide travels and the values of home.



**Classic Babar Soft Toy** Our classic Babar is dapperly dressed in his signature green suit made of luxurious soft velour, complemented with a red satin bowtie, white cuffs, and round black felt buttons. This soft plush pachyderm stands tall in black shoes, white spats, and a golden felt crown atop his head. All hail Babar!

563 Classic Babar Soft Toy 13"  
Pack: 3



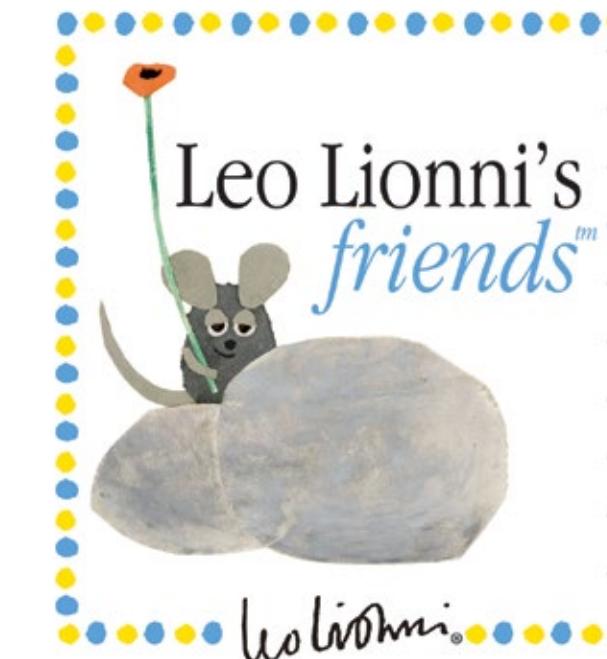
72289 Babar's Guide to Paris  
Hardcover Book  
Pack: 3

ISBN: 1419722891



# Leo Lionni

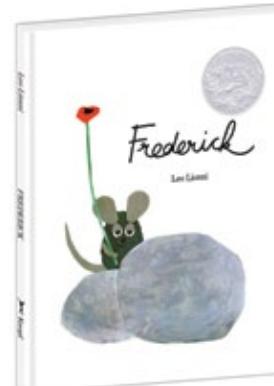
With four Caldecott Honors and more than 40 books published, Leo Lionni's stories and emblematic characters continue to bring joy to the world of children's literature. As the first children's illustrator to use cut-paper collage as the primary medium for illustrations, Lionni's simple yet brightly colored images and textures bounce from the pages. YOTTOY brings to life two of Lionni's most beloved characters as companions to his stories with valuable life messages. Luxurious materials and intricate embroidery details add to the special nature of these toys.



### Frederick Soft Toy

*Caldecott Honor Award Winner!*

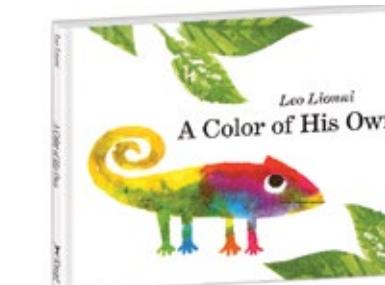
Frederick is a quiet and poetic mouse who spends his days dreaming and soaking in the nature around him. Made of soft gray plush with an embroidered dreamy expression, Frederick stands proudly holding a velvety-soft red flower that he has gathered (along with sun rays, colors, and words) to brighten the cold dark winter ahead. This hopeful mouse is meant to be cherished all seasons and inspire young readers to stay true to themselves and find magic in what may seem intangible at first!



707 Frederick  
7.5" Soft Toy  
Pack: 3



81040 Frederick  
Hardcover Book  
Pack: 3



83697 A Color of His Own  
Hardcover Book  
Pack: 3



709 Chameleon  
10" L Soft Toy  
Pack: 3



NEW!

**Chameleon Soft Toy** In *A Color of His Own*, this chameleon simply longs to belong. In search of his own color, he also finds true friendship. Chameleon Soft Toy, with wide contemplative eyes and an embroidered shy expression, is adorned with bright multi-colored plush and a curlytail that measures 10" in length, Chameleon helps children embrace their own unique colors.



## Classic Soft Toys and Books

"In an old house in Paris that was covered with vines,  
lived twelve little girls in two straight lines..."

So begins Ludwig Bemelmans' *Madeline*, published over 82 years ago! Earning a Caldecott Medal and Honors, the Madeline series are cherished classics. Led by the precocious red headed Madeline, the books convey messages of friendship, courage, and kindness. These stories continue to delight, as Bemelmans' grandson, John Bemelmans Marciano, carries on the Madeline legacy with new classics that take readers on worldwide adventures with Madeline!



### Bonjour Madeline 10" Soft Doll

*Caldecott Honor Award Winner!*

Madeline brightens playtime adventures in her soft yellow, fine-wale corduroy dress that matches her look in the original *Madeline* book! This Madeline doll measures 10" tall from her soft yellow hat atop her red yarn hair to her satin ribbon trimmed black shoes. With sewn-on clothing made of a combination of fabric textures, and her iconic embroidered expression, this Madeline Soft Doll is an ideal companion for all ages.



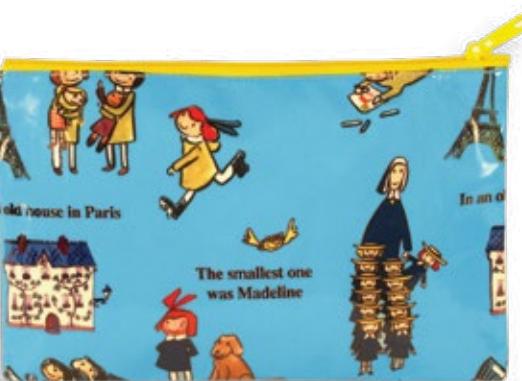
### Madeline Keychain Backpack Accessory

Take Madeline's "old house in Paris" everywhere with this soft and flexible plastic accessory. With the opening lines of Bemelmans' story printed on the reverse, this keychain can hold the keys for adventure.

628 Madeline Keychain  
Backpack Accessory 2.75"  
Pack: 3



Packaging  
3.5" x 6.5"



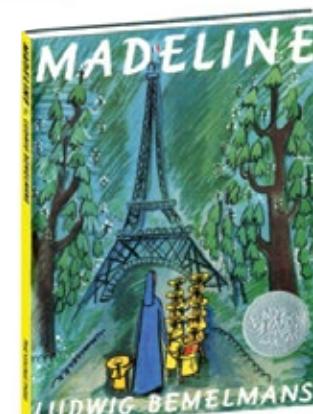
### Madeline Zipper Pouch

Store the essentials in this Madeline Zipper Pouch, a perfect companion to our Madeline Tote Bag.

630 Madeline Zipper  
Pouch 8" L x 5" H  
Pack: 3



580 Bonjour  
Madeline Soft Doll 10"  
Pack: 3



44580 Madeline  
Hardcover Book  
Pack: 3



## Classic Soft Toys and Books

# MADELINE™



**Classic Madeline 16" Soft Doll** Dressed in her classic blue fleece coat, striped dress, white gloves and socks, black shoes, and yellow felt hat with grosgrain ribbon trim, our Classic Madeline is an ultra-special soft doll with added playability because her clothes are removable! Complete with her signature red yarn hair, embroidered face, blush cheeks - and an embroidered appendix scar - our authentic Madeline Soft Doll will become a beloved friend!



### Genevieve Soft Toy in Tote Bag

Genevieve, made of soft chenille plush, is nestled in a bright blue twill tote decorated with an exclusive Madeline design and an embroidered Madeline patch. With two woven handles, this tote allows Genevieve to always be by your and Madeline's side.

582 Genevieve 9" L  
in Madeline Tote Bag  
Pack: 3



562 Classic Madeline  
Soft Doll 16"  
Pack: 3



## Classic Soft Toys and Books

### Tea Set Includes:

- |                             |                  |
|-----------------------------|------------------|
| <b>1 Tray</b>               | <b>4 Plates</b>  |
| <b>4 Cups</b>               | <b>4 Spoons</b>  |
| <b>4 Saucers</b>            | <b>4 Napkins</b> |
| <b>1 Teapot &amp; Lid</b>   |                  |
| <b>1 Carry-All Suitcase</b> |                  |



**Madeline 23-piece Tin Tea Set** Set the perfect party for four with our deluxe 23-piece Tin Tea Set. This set includes a tray, teapot with lid, four cups, four saucers and four plates – each with a different classic illustration. Four spoons and four monogram patterned blue napkins complete this fully decorated set. All 23 pieces store inside a sturdy paperboard suitcase, printed with travel stamps of Madeline's international destinations.

**Madeline Magnet** This 3D relief Madeline magnet evokes warmth with the girls giving Miss Clavel a loving hug. Made of soft and flexible plastic, this magnet can hold notes, lists, and photos galore.

627 Madeline 3.5" Magnet  
Pack: 3



560 Madeline Tea Set  
23 pieces  
Pack: 4



Take-Along Package  
10"H x 4.5"W x 3"D

### Madeline Poseable Doll and Genevieve Soft Toy

Madeline and Genevieve come together in this take-along package. With her bold silky red hair, Madeline is made of smooth vinyl with movable head and limbs. She is dressed in her classic blue coat, plaid dress with red ribbon trim, signature yellow hat with black ribbon trim, gloves, panties, socks, and shoes, which are all removable- great for repeated pretend play! She even has her appendix scar! Genevieve Soft Toy has embroidered details, a red ribbon collar and leash. This classic pair will be treasured for years to come.

597 Madeline 8" Poseable Doll  
with 4" Genevieve in Take-Along Package  
Pack: 3



629 Madeline Reusable Tote  
10.5"L x 5"W x 14"H Handles 9" High  
Pack: 3



### Madeline Reusable Tote

Printed with verses and scenes from the classic Madeline books, this weather-proof tote is designed to carry an assortment of accessories, books and soft toys!



636 Madeline Poncho Pouch 6" x 8"  
38" W x 26" H full size  
not including hood  
Pack: 3



**Madeline Poncho** This lightweight, packable poncho, with a pocket to keep hands dry, is a rainy day must-have! Simply unzip the stylish pouch and flip out the hooded poncho. On sunny days, our Madeline Poncho folds back into its pouch and has a clip to attach to backpacks or anywhere.

## Classic Soft Toys and Books





# The World of H.A. Rey

the creator of  
**Curious George®**

Travel back to a more genteel time with a collection of soft toys drawn from the works of beloved children's author and illustrator H.A. Rey. These perennial classics evoke simpler days and send uplifting messages to children about friendship, tolerance, and courage. Exceptional workmanship and faithful reproductions of the original illustrations have made these characters long-lasting favorites among toy collectors and kids of all ages.



**Spotty Soft Toy** This bunny felt lonely until he found other rabbits that looked like him. Now he's perfectly content with his authentic brown spots, hand-stitched pink nose and sparkling blue eyes. With a snow-white soft boa plush and a fluffy plush tail, Spotty is ready to hop into your arms.

303 Spotty 12" Soft Toy  
Pack: 3



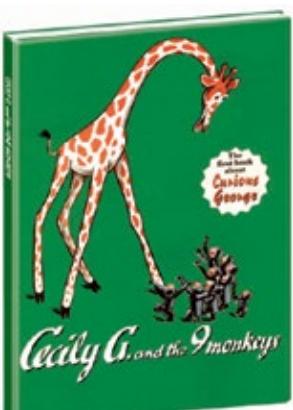
301 Pretzel 14" Soft Toy  
Pack: 3



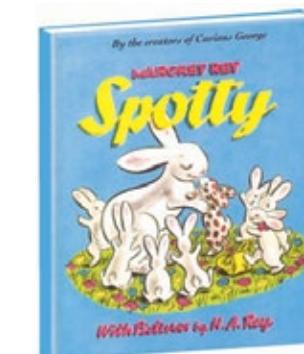
**Pretzel Soft Toy** This prize-winning pooch learns that it's not how you look but what you do that counts. Our dignified dachshund has a soft velboa body, playful eyes, a bright yellow ribbon, a red velvet inner mouth, embroidered eyebrows, hand-stitched paws, and a very waggable tail! Pretzel has become so popular that he now stars in his own animated show on **tv+**. Pretzel also lives up to his name... he's bendable!



83737 Pretzel  
Hardcover Book  
Pack: 3



18430 Cecily G. and the  
9 Monkeys Hardcover Book  
Pack: 3



83736 Spotty  
Hardcover Book  
Pack: 3



304 Cecily G. 12" Soft Toy  
Pack: 3



# CORDUROY

by Don Freeman



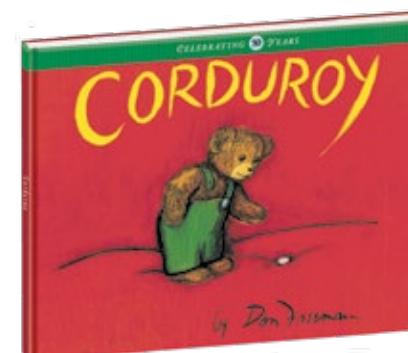
315 Corduroy Bear  
Soft Toy 13"  
Pack: 3



**Corduroy Soft Toy** Corduroy comes to life with embroidered eyes, a hand-stitched nose, soft caramel colored fur, and his wide-wale corduroy overalls which are completely removable. Youngsters will love finding and fastening the spare button we've tucked inside Corduroy's loose overall strap. "This must be home", says Corduroy when he is in Lisa's arms, just as we are sure he will find a home in the arms of every devoted child.



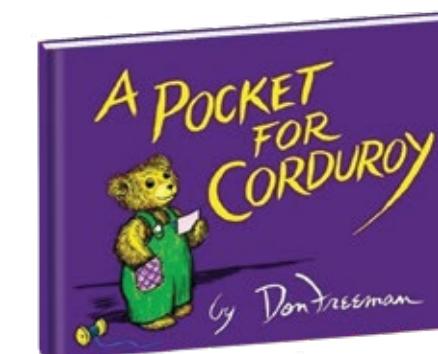
Written and illustrated by Caldecott Medal winner Don Freeman, *Corduroy* is one of the most loved bears in children's literature. A best-selling book for over 50 years, *Corduroy* is a childhood classic about a bear who lost a button and is afraid he won't find a friend or home without it. Corduroy finds love, fulfillment... and a button, through the devotion of a young girl who realizes that this bear is special.



24133 Corduroy  
Hardcover Book  
Pack: 3



**My Friend Corduroy Soft Toy** This cuddly Corduroy bear has the softest plush fur, a purple patch pocket and hand-embroidered details, making him especially lovable for the youngest Corduroy fans!



56172 A Pocket for Corduroy  
Hardcover Book  
Pack: 3



565 My Friend Corduroy Bear  
Soft Toy 7.25" Sitting  
Pack: 3



**Corduroy Puppet** Story time is extra fun with YOTTOY's Corduroy Puppet for imaginative play! This soft plush puppet with hand-embroidered details is ideal to recreate scenes from the timeless Corduroy stories and to develop social, speaking, and listening skills. As a bonus feature, kids can fasten and unfasten Corduroy's overall strap for extra interactive play.

599 Corduroy  
Puppet 9.5"  
Pack: 3





### Eloise Poseable Doll with Skipperdee and Purse

This fanciful doll has "soooo" many details including a movable head, arms, and legs. Eloise is dressed in a white ruffled blouse accented with pearlescent buttons, black pleated skirt with buttoned suspenders, pink bloomers, knit socks, and black patent shoes. She even comes with a purse to carry Skipperdee! Eloise's hotel bedroom is printed as the backdrop in a take-along package that fans absolutely "cawn't" resist!

714 Eloise Poseable 7.5" Doll with Skipperdee  
Take-Along Package 10"H x 7.25"W x 3"D  
Pack: 6



8 19303 00714 8



### TEA SET FOR TWO INCLUDES:

- |                |                      |
|----------------|----------------------|
| 1 Tray         | 2 Plates             |
| 2 Cups         | 2 Spoons             |
| 2 Saucers      | 2 Napkins            |
| 1 Teapot & Lid | 1 Carry-All Suitcase |



**Eloise 12 Piece Tin Tea Set** Inspired by the Eloise illustrations, this deluxe 12-piece Tin Tea Set caters to the child within us all. Serving Eloise's pink palette, this tea set includes a tray, a teapot with lid, two cups, two saucers, two plates, two spoons, and two napkins. All twelve pieces fit securely in the suitcase, for a "rawther" fabulous tea party!

710 Eloise Tea Set  
12 pieces  
Pack: 4



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# ELOISE™



### Skipperdee Turtle Soft Toy

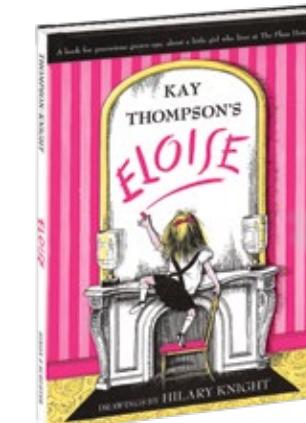
Skipperdee sports a patterned deep-green velour shell atop a bright velvet body! Matching the pink in Eloise art, Skipperdee wears an equally bright pink satin ribbon.

712 Skipperdee Turtle  
6.5" Soft Toy  
Pack: 3



### Weenie the Dog Soft Toy

Weenie sports a pink velvet collar with golden studs, and has a soft plush body with soft brown ears and nose – and wrinkles! Weenie is ready for Eloise's next mischievous adventure!



22350 Eloise Hardcover Book  
Pack: 3



9 780671 223502



**Eloise Soft Doll** The "rawther" precocious Eloise comes to life as a large 18" cloth doll, dressed in her iconic ruffled white blouse, black pleated skirt, pink bloomers, knee-high socks and black satin shoes! Inspired by the illustrations from the classic Eloise book, our huggable companion brings out the spirited six-year-old in all of us!

711 Eloise  
18" Soft Doll  
Pack: 2



8 19303 00711 7

Written in 1955, Kay Thompson's *Eloise*, with illustrations by Hilary Knight, became an immediate sensation. In this "book for precocious grown-ups", Eloise lives with unparalleled curiosity, imagination and spirit in the famed Plaza Hotel in New York City. Eloise is center stage with a library of celebrated picture books, audiobooks, cartoons and feature films.





# Paddington™ Since 1958

Michael Bond's story of a small bear that traveled all the way to London from darkest Peru continues to delight millions who have fallen in love with Paddington™ since the story was published over 60 years ago. When Mr. and Mrs. Brown discover a small bear in Paddington Station, they take him home to live with them. Named after the station where he was found, Paddington embarks on many adventures with the Brown family - escapades involving compassion, humor, and piles of marmalade sandwiches!

656 Classic Seated Paddington 12" Soft Toy  
Pack: 3



## Classic Seated Paddington™ 12" Soft Toy

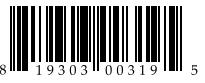
This cuddly soft Paddington™ is a companion that kids of all ages love to look after! Made of luxuriously soft honey-brown plush with a carefully embroidered winning smile, this Paddington style sports a red felt bush hat and removable hooded fleece coat accented with embroidered details. Inspired by Peggy Fortnum's illustrations, this Paddington wears his famous "Please look after this bear. Thank you." tag. This bear is ready for any sticky situation with a marmalade sandwich accessory securely attached to his paw... since as Paddington wisely suggests, "One should always have a spare sandwich in case of emergency!"



## Classic Paddington™ 10" Soft Toy

Inspired by Peggy Fortnum's illustrations, this marmalade loving bear proudly stands in his bright yellow Wellington boots. This Paddington™ comes complete with classic red felt bush hat and blue felt duffle coat with working wooden toggle buttons and embroidered cuff details. Made of soft honey-brown plush, this classic Paddington style has shiny black eyes, brown flocked nose, embroidered smile, and his signature "Please look after this bear. Thank you." tag that has made this Paddington beloved worldwide!

319 Classic Paddington Bear  
10" Soft Toy with Yellow Boots  
Pack: 3

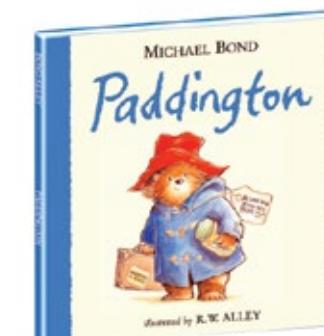


## Classic Seated Paddington™ 8.5" Soft Toy

Inspired by Peggy Fortnum's original Paddington™ illustrations, this Paddington style is made of luxuriously soft honey-brown plush. Design details include shiny black eyes, brown flocked nose, and expressive embroidered smile. With his signature blue soft fleece coat complete with hood, red felt hat, wide open arms, and iconic "Please, look after this bear. Thank you." tag, this cuddly Paddington naturally finds a home in your heart.



531 Paddington Bear  
16" Soft Toy with  
Paperboard Suitcase  
Pack: 2



17074 Paddington Bear  
Hardcover Book  
Pack: 3



655 Classic Seated Paddington 8.5" Soft Toy  
Pack: 3



**Classic Paddington™ 16" Soft Toy** With sparkling eyes, soft-flocked nose, embroidered smile, and pleasingly plump belly, this honey of a bear is sized to love. A sturdy paperboard suitcase illustrated with original full-color artwork accompanies this Paddington™. Open the suitcase to discover a scrapbook, jars of marmalade, and a portrait of Paddington's Aunt Lucy printed inside. Dressed in his famous floppy bush hat and dapper blue duffle coat with working wooden toggle buttons, this award-winning Paddington Bear feels at home anywhere!





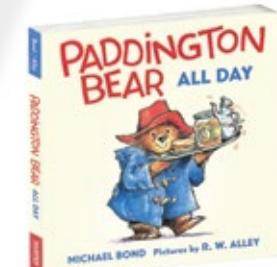
# Paddington™ for baby



## Paddington™ for Baby Blankie

This smooth velour blanket with appliquéd details and soft printed gingham underside stimulates baby's vision and sense of touch. A bright orange made of shiny velour with crinkle fabric inside fits into Paddington's pocket for lots of hide-and-seek play! The soothing color palette and soft velour materials give babies a sense of security.

642 Paddington Cozy Blankie 13" x 20"  
Backer Card 6.75" x 6"  
Pack: 3



31721 Paddington Bear All Day  
Board Book 6" x 6"  
Pack: 3



## Paddington™ for Baby Chime Ball

Our Paddington™ Chime Ball gently tilts, rattles and rolls with a musical chime inside! With contrasting textural materials and an eye-catching blue-hued gingham print, this toy stimulates baby's vision and sense of touch. Our Chime Ball is a fun way for babies to develop awareness of balance and motor skills.

643 Paddington Chime Ball 8"  
Pack: 3



Packaging measures  
9.25"H x 6"W x 6.5"D

## Paddington™ Stacking Toy

Made of soft complementary plush colors and textured fabrics, YOTTOY's Paddington™ Plush Stacking Toy is a nursery favorite for cause-and-effect play. With a gingham-printed base tower and three rings of different sizes, toddlers will love learning how to stack and build Paddington complete with his red hat on top!

652 Paddington Stacking Toy 9.5" H  
Pack: 3



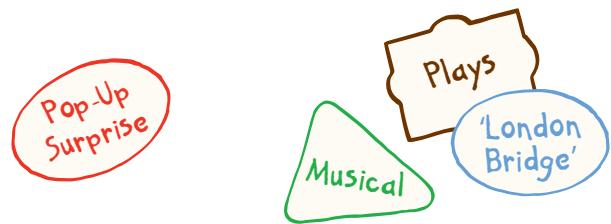
## Classic Soft Toys and Books



### Paddington™ for Baby Stroller Toy

Our Paddington™ Stroller Toy is full of features to advance infants' visual tracking, reaching, and object manipulation. With a rattle and crinkle fabric sewn inside Paddington's body, our Paddington Stroller Toy is delightfully engaging for babies as they learn through active play. The bouncy elastic feature, flexible mirror, and wooden teether ring make this Paddington a soothing friend for babies.

641 Paddington 8.5" Stroller Toy  
Pack: 3



### Paddington™ for Baby

**Jack-in-the-Box** This musical Paddington™ Jack-in-the-Box provides countless opportunities to develop hand-eye coordination as the crank turns and the lid pops open to reveal a 5" soft plush Paddington! Playing the song "London Bridge is Falling Down" and decorated on all sides, this fascinating cause-and-effect toy also helps children to develop auditory and visual awareness.

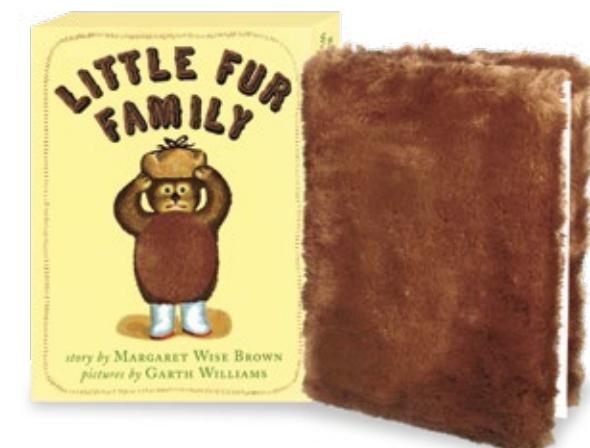
644 Paddington Jack-in-the-Box  
11" open / 5.5" closed  
Pack: 3



*Little Fur Family* is a classic picture book from 1946 that combines Garth Williams' warm and gentle illustrations with Margaret Wise Brown's simple, rhythmic text. This gentle lullaby of "a little fur family, warm as toast, smaller than most, in little fur coats" follows Little Fur Child's adventure in the woods as he ends his day tucked in bed "all warm and soft". This deluxe edition of the book comes in a soft and furry cover of its own and perfectly matches the comfort and delight of the story. Children will love to cozy up to this furry book and companion soft toy and treasure both!



**Little Fur Child** Our Little Fur Child is a full 6" tall with embroidered eyes and details. Our soft chenille Fur Child captures the enchanting feel of Williams' vivid illustrations. He is dressed in a little furry yellow coat with appliquéd accents and a matching furry yellow hat with a black ribbon tie. His little feet wear warm white velboa boots with red soles and red ribbon trim.



51898 Little Fur Family Deluxe Edition  
Fur Covered Hardcover Book in a full color Printed Box.  
Pack: 3



543 Little Fur Child  
6" Soft Toy  
Pack: 3



# Frog and Toad™

Since 1970, Frog and Toad have enchanted readers as they discover the true meaning of friendship in *Frog and Toad Are Friends*, written and illustrated by Caldecott Honor winner Arnold Lobel. From going swimming to finding lost buttons, Frog and Toad are always there for each other as best friends should be. With over 1 million copies selling each year, those who grew up with this classic I-CAN-READ book will enjoy sharing our endearing Frog and Toad soft toy duo with children who are meeting these special friends for the first time!



## Toad Soft Toy Caldecott Honor Award Winner!

Shorter and plumper than Frog, Toad sits all snuggly soft in his fully lined green fuzzy jacket with black felt buttons and red hand-stitches, tan piqué pants, and grosgrain ribbon belt. Made of caramel-colored soft plush and detailed embroidered eyes with a heartfelt expression, it's hard to resist giving this worrisome character the hug he longs for.

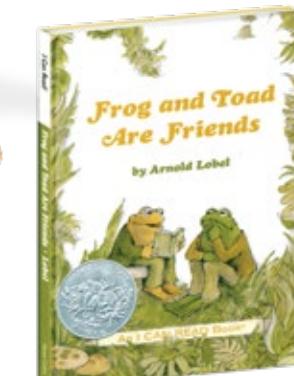


588 Frog 12" Soft Toy  
Pack: 3



589 Toad 9" Soft Toy  
Pack: 3

**Frog Soft Toy** The taller and more relaxed of these two friends, Frog's bright green plush body is dressed in a warm camel-colored coat with red felt buttons and yellow hand-stitches, brown corduroy pants, and a grosgrain ribbon belt. Frog's soulful embroidered eyes and optimistic expression are sure to win friends fast.

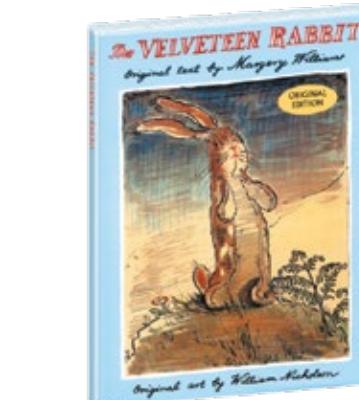


23957 Frog and Toad Are Friends Hardcover Book  
Pack: 3



*The Velveteen Rabbit*, published in 1922, is a timeless tale about the rabbit that came to life because of a child's love.

We put so much care and attention into our design of The Velveteen Rabbit for any little boy or girl to love this rabbit as much as the child in the story loved his favorite toy. This magnificent creation is antique in look and exquisite in feel, straight from turn-of-the-century England.



07725 The Velveteen Rabbit Hardcover Book  
Pack: 3



# The VELVETEEN RABBIT™

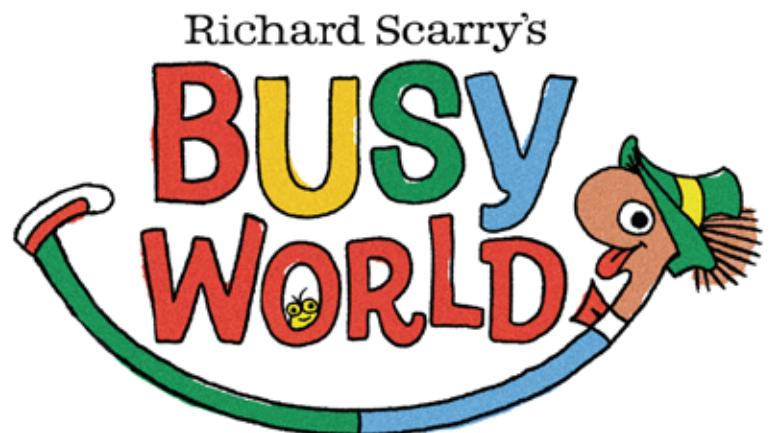


## Velveteen Rabbit Soft Toy

This special Velveteen Rabbit is designed with elegantly simple lines, a shimmery velveteen coat, soft crème anglaise colored spots, and a snow-white belly. Pink satin ears, button-thread whiskers, sparkling eyes with embroidered trim, hand-stitched details, and a silky chenille tail complete this classic masterpiece.

381 The Velveteen Rabbit 10" Soft Toy  
Pack: 3





With over 300 titles published and 100 million books sold worldwide since 1949, Richard Scarry's playful characters have introduced generations of youngsters to new words and independent reading! Timeless and beloved, Richard Scarry's illustrations of Busytown depict a world full of color, laughter, and fun. Welcome to the Busy World of Richard Scarry, where these popular characters are always ready to roll into new adventures.

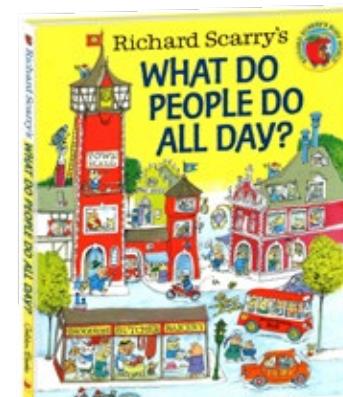


#### Huckle Cat Soft Toy with Blue Car

Huckle Cat Soft Toy is made of soft snow-white plush with orange accents and dressed in a bright yellow shirt, gray pants, and red suspenders. True to Scarry's original illustrations, Huckle Cat's eager embroidered expression and perked-up ears show he's ready for a fun-filled day. Huckle Cat Soft Toy sits comfortably in his soft blue plush go-cart with working wooden wheels, clear plastic headlights, and lush green interior.



358 Huckle Cat Soft Toy  
7.5" with Blue Car 6" L  
Pack: 3  

52059 What Do People Do All Day?  
Hardcover Book  
Pack: 3  




Lowly Worm sits in his Applecar.

359 Lowly Worm Soft Toy 7.5"  
with Applecar 6" H  
Pack: 3



#### Lowly Worm Soft Toy with Applecar

Lowly Worm Soft Toy stands 7.5" tall, dressed in his rich blue and green outfit, red sneaker, bowtie, and green alpine hat with yellow grosgrain trim. Lowly Worm fits snuggly inside his apple-shaped car, made of soft red plush with orange tricot interior. For a busy worm with places to go, Lowly's Applecar has headlights and working wooden wheels to roll into new discoveries.



Bananas Gorilla sits in his Bananamobile.



360 Bananas Gorilla Soft Toy 7.5"  
with Bananamobile 8" L  
Pack: 3  




#### Bananas Gorilla Soft Toy with Bananamobile

Made of soft long brown fur and dressed in his red cap, soft blue plush jacket and brown pants, with embroidered wrist watches, Bananas Gorilla has real a-peel. Wide-eyed Bananas Gorilla Soft Toy comes ready to roll in his classic yellow plush bananamobile, complete with clear headlights and working wooden wheels for all kinds of fun.



Classic Soft Toys and Books

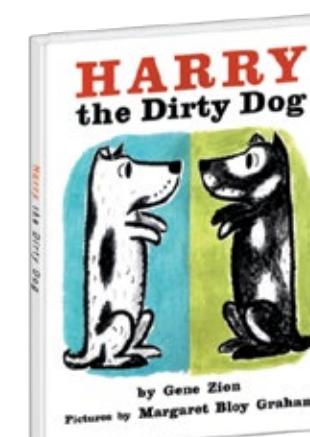
# HARRY the Dog™



371 Harry the Dog  
10" Soft Toy  
Pack: 3



81 19303 00371 3



26865 Harry the Dirty Dog  
Hardcover Book  
Pack: 3



ISBN 0060268654  
9 780060 268657

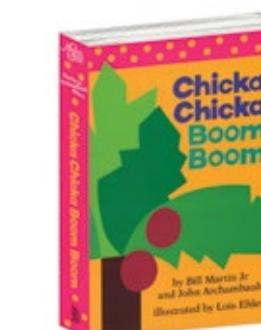
Looking to adopt an irresistible dog?

The cavorting canine that captured children's hearts in the classic *Harry the Dirty Dog* book can now accompany your child on an escapade through the neighborhood! Made of super-soft white chenille plush that's great for snuggling, Harry also features sewn-in black spots and a green suede-like collar with golden studs.

A playful pooch with a penchant for mischief, Harry has lively embroidered eyes, a soft velour nose, velvet details and a bean-filled bottom that allows him to sit upright. There has never been a more delightful dog than Harry!

# Chicka Chicka Boom Boom

NEW!



45070 Chicka Chicka  
Boom Boom Board Book  
Pack: 3



ISBN: 1442450707  
9 781442 450707

Contemporary Soft Toys and Books

"A told B, and B told C, I'll meet you at the top of the coconut tree."

A New York Times Best Seller, *Chicka Chicka Boom Boom* is as fun to read as the title suggests! A staple in children's nurseries and libraries, this lively rhyming book, with words by Bill Martin and John Archambault and illustrations by Lois Ehlert, has inspired littles to learn and chant the alphabet for 30+ years! This new Chicka Chicka Monkey brings to life the cheery boldness of the book as a lovable, bright, and colorful buddy to cherish.

300 Chicka Monkey  
7.5" Soft Toy  
Pack: 3



8 19303 00300 3



DAVID KIRK

# BIDDLES™

These adorable and vibrant Biddle soft toys, full of personality, are inspired by the artwork of David Kirk, the creator of the acclaimed Miss Spider books and animated series. YOTTOY's colorful Biddles are hand-designed rich shimmering velvet creations with velboa accents. Hand-stitched paws, feet and faces, securely fastened sparkling eyes, and dozens of little details make them so endearing. These six characters, on their own or collected as a set, are irresistible to hug, inspire children's imaginations, and warm their hearts.



364 Little Beast 4"  
Pack: 3



362 Little Pig 4"  
Pack: 3



366 Little Kitty 4"  
Pack: 3



365 Little Bunny 4"  
Pack: 3



361 Little Bird 4"  
Pack: 3



363 Little Mouse 4"  
Pack: 3



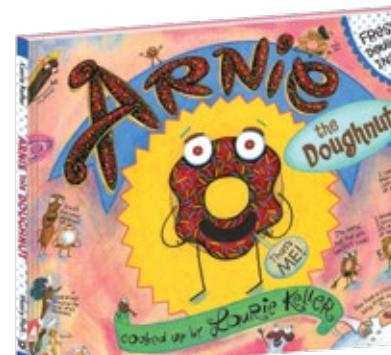
**Assortment With Tray** Receive this FREE colorful YOTTOY Counter Display with order of 24-piece Biddle Value Bundle (4 Bunnies, 4 Kitties, 4 Pigs, 4 Beasts, 4 Birds, 4 Mice).

416 Biddle Value Bundle  
12"H x 18.5"W x 12"D  
Pack: 1



Written and illustrated by award-winner Laurie Keller, *Arnie the Doughnut* is a joke-filled story about a doughnut who is determined not to be eaten. Keller's inventive illustrations, created with a combination of collage and acrylic paint, include more than 40 unique doughnuts and details down to the number of sprinkles on Arnie's frosting. All jokes aside, Arnie proves that where there's a will, there's a way.

336 Arnie the Doughnut 8" Soft Toy  
Pack: 3



06283 Arnie the Doughnut  
Hardcover Book  
Pack: 3



**Arnie the Doughnut** More than a cool breakfast treat, our Arnie the Doughnut Soft Toy, inspired by Laurie Keller's award-winning illustrations, is sweetly designed with hard-to-resist velour chocolate frosting and bright candy-colored sprinkles, floppy velour arms and legs, and a big appliquéd smile. With embroidered eyes, and a bean-filled bottom so Arnie sits upright, this doughnut is ready to cuddle and cook up creativity all a-round!



# THE RAINBOW FISH

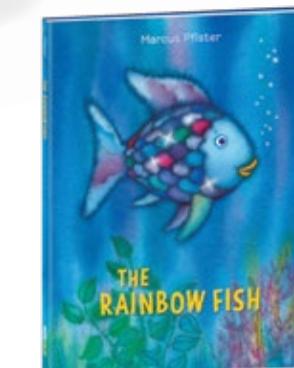
Written and illustrated by Marcus Pfister in 1992, *The Rainbow Fish* is loved worldwide for its beautiful illustrations and the values it imparts to children of sharing and acceptance. The Rainbow Fish is a multi-colored fish with "dazzling, shimmering scales". Although he was the "most beautiful fish in the entire ocean", he was the loneliest fish until he realized external beauty is far less important than the happiness gained from sharing and the company of friends.



## Rainbow Fish Soft Toy

In full-color splendor true to Marcus Pfister's illustrations, YOTTOY's Rainbow Fish Soft Toy dazzles with his signature shimmering scale positioned amidst vibrant scales in shades of blue, green, purple, and pink. Made of soft short boa fabric with intricately embroidered accents, this beautiful Rainbow Fish conveys to children the valuable message that sharing creates happiness!

683 Rainbow Fish  
12" Soft Toy  
Pack: 3



58009 The Rainbow Fish  
Hardcover Book  
Pack: 3



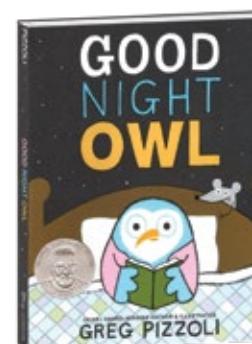
Award-winning author Greg Pizzoli is celebrated for his clever stories and vivid illustrations created by using traditional printmaking techniques. Pizzoli's contemporary favorites are on their way to becoming the classics of tomorrow!

## Number One Sam 8" and Chick 4" Soft Toy Pair

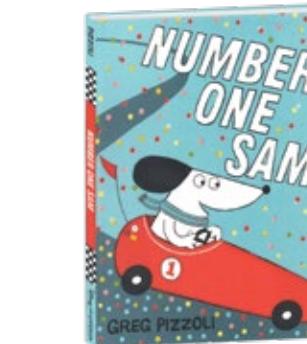
Sam is a winner with his earnest eyes, long black plush ears, and embroidered blue racing scarf. He comes with an adorable chick by his side, whose rescue reminds Sam that there is more to winning than a first-place trophy.



706 Number One Sam 8"  
and Chick 4" Soft Toy Pair  
Pack: 3



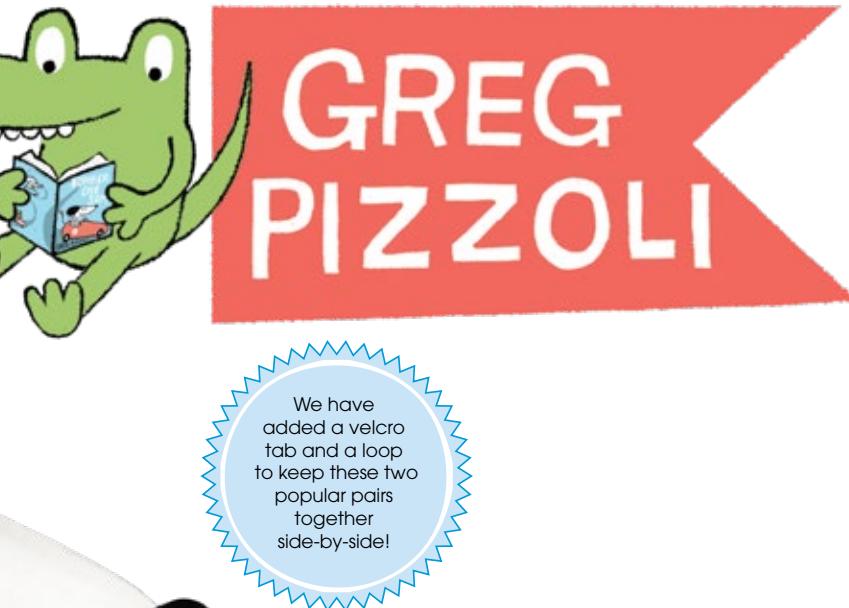
71275 Good Night Owl  
Hardcover Book  
Pack: 3



17111 Number One Sam  
Hardcover Book  
Pack: 3



705 Owl 8" and Noise 5"  
Soft Toy Pair  
Pack: 3



We have added a velcro tab and a loop to keep these two popular pairs together side-by-side!

## Owl 8" and Noise 5" Soft Toy Pair

*Theodor Seuss Geisel Medal Winner!*

Pizzoli's *Good Night Owl* teaches the importance of accepting things beyond one's control. Staying true to Pizzoli's colorful illustrations, Owl has beautiful pastel blue plush, yellow beak, and a fluffy pink robe. Together, Owl and Noise are a heartwarming example that friendship comes in all shapes and sizes.



# CLAIRE and the UNICORN

*happy ever after*™

Once upon a time, a little girl named Claire and her soft toy unicorn journeyed to a magical land to find what makes someone live "happily ever after." Written by B.G. Hennessy with enchanting illustrations by Susan Mitchell, *Claire and the Unicorn, happy ever after* leads Claire and her faithful unicorn through a dreamland adventure as they encounter an array of fairy tale characters who help them find their answer to happiness.



### Capricorn Unicorn Soft Toy

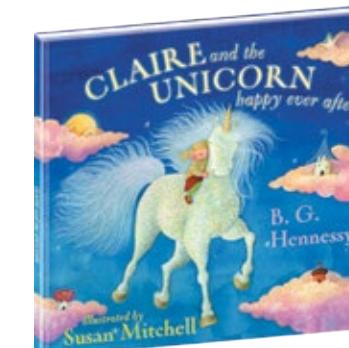
This very special soft white chenille unicorn, with velvet hooves and inner ears, embroidered eyes and a sparkly golden horn, is a wonderful dreamtime companion. His flowing white mane is trimmed with satin ribbon flowers that complement the pastel flower garland, green leaves and ribbon trim that the fairies have placed around him. Our noble unicorn stands ready to take any child on a magical adventure.



349 Capricorn Unicorn  
12" Soft Toy  
Pack: 3



8 19303 00349 2



90815 Claire and the Unicorn, happy ever after Hardcover Book  
Pack: 3



ISBN 1416908153  
9 781416 908159

# GRUMPY MONKEY™

In the #1 *New York Times* bestseller, *Grumpy Monkey*, Jim Panzee wakes up in a bad mood and can't seem to shake the feeling. His friends try to help with suggestions to smile, un-hunch his shoulders, raise his eyebrows, dance, walk, eat, splash, and more, but nothing works. Jim storms off and finds comfort from his friend Norman, who tells Jim that it's okay to feel your feelings. In time, Jim's mood begins to change. Author and illustrator duo Suzanne and Max Lang bring hilarity and warmth to every page in this storybook. The illustrations and text demonstrate to kids that allowing yourself to feel your emotions can be a good way to work through grumpiness and other feelings.



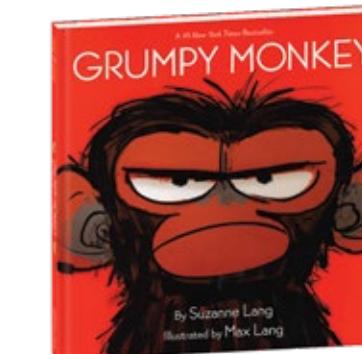
### Grumpy Monkey Soft Toy

Grumpy Monkey™ Soft Toy is the perfect companion for children and their feelings. Made of shaggy brown plush fur, soft ears for good listening, long arms for cuddling, big soft hands and feet, and sporting his unmistakably grumpy expression, Jim Panzee can help kids learn to accept and feel their feelings. Grumpy Monkey™ is ready to turn any frown upside down!

688 Grumpy Monkey 12" Soft Toy  
Pack: 3



8 19303 00668 2



53786 Grumpy Monkey  
Hardcover Book  
Pack: 3



ISBN: 0553537864  
9 780553 537864



**Little Blue Truck Jack-in-the-Box** Take a turn with Little Blue Truck and his farm friends with this new spin on the classic Jack-in-the-Box. Hear "Pop Goes The Weasel" as the crank is turned until a plush Toad pops out! The beautifully decorated tin box features Jill McElmurry's illustrations of Little Blue Truck traveling down a country road. Each side of the Jack-in-the-Box shows a different season, to migrate from Spring, Summer, Fall, and Winter, with Jill's beautiful scenes of spring flowers, green pastures, falling leaves, and snow covered hills. Made of durable metal, this Jack-in-the-Box provides long-lasting fun and helps little ones develop auditory and visual awareness through play.



600 Little Blue Truck Jack-in-the-Box  
11" open / 5.5" closed  
Pack: 3



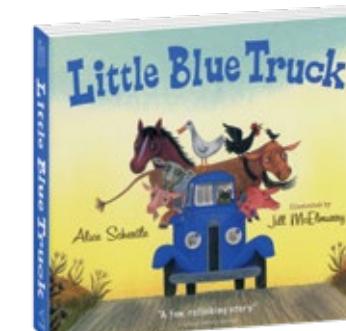
8 19303 00600 4

# Little Blue Truck

Beep! Beep! Beep! Meet *Little Blue Truck*, written by Alice Schertle and richly illustrated by Jill McElmurry. Little Blue Truck finds the rewards of helping others as he motors along on a muddy country road. With over 10.5 million copies sold, *Little Blue Truck*, a contemporary favorite of youngsters, is filled with truck sounds, animal noises, and the power of friendship that steers kids in the right direction.



Beep!  
Beep!  
Beep!



24828 Little Blue Truck Board Book  
Pack: 3



ISBN 0547248288  
9 780547248288

**Little Blue Truck Soft Toy** is snuggly soft and styled just right with Toad in the driver's seat, felt rear view mirrors and hood ornament, shiny bumpers, and front grill. When you press Little Blue Truck's roof you'll hear his BEEP! BEEP BEEP! sound. Little Blue Truck's body is made of super-soft velboa with velour accents, and souped up with embroidered details. Little Blue Truck Soft Toy will be the first vintage car kids want to take on the road.

598 Little Blue Truck 8.5" Soft Toy  
Pack: 3



8 19303 00598 4





**Bus Pencil Case** Sturdily constructed with printed fine-woven water-resistant canvas, this pencil case has a securely-sewn twill fabric interior and chunky plastic zipper to safely hold pens, pencils, markers & other essentials on the go. With The Pigeon in the front seat, Mo Willems' fans love this compact and stylish accessory that also features many of Mo's popular characters - Elephant & Piggie, Knuffle Bunny, Duckling, Leonardo, *Unlimited Squirrels*, and more - seen in the windows all around!

672 Bus Pencil Case  
2.5" H x 8.25" W x 2.5" D  
Pack: 6



8 19303 00672 1



### Zoom Squirrel & Acorn Soft Toy Pair

The *Unlimited Squirrels* beginner-reader book series features funny, furry adventures, quirky quizzes, nutty facts, and SO many silly squirrels! Zoom Squirrel Soft Toy sits 8" tall, with a perky shiny long-haired plush tail, and embroidered toothy smile to reveal a missing tooth. Zoom Squirrel is paired with a plush acorn friend who loves telling a-corny jokes. This cuddly duo joins Mo Willems' family of fan favorites, zooming often into children's reading rotation!

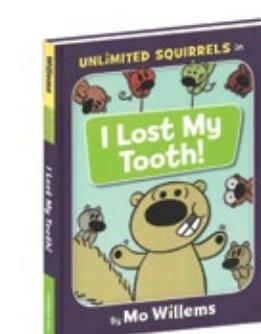
674 Zoom Squirrel 8" & Acorn 3"  
Pack: 3



8 19303 00674 5



We have added a velcro tab and a loop to keep this popular pair together side-by-side!



02457 Unlimited Squirrels  
Hardcover Book  
Pack: 3

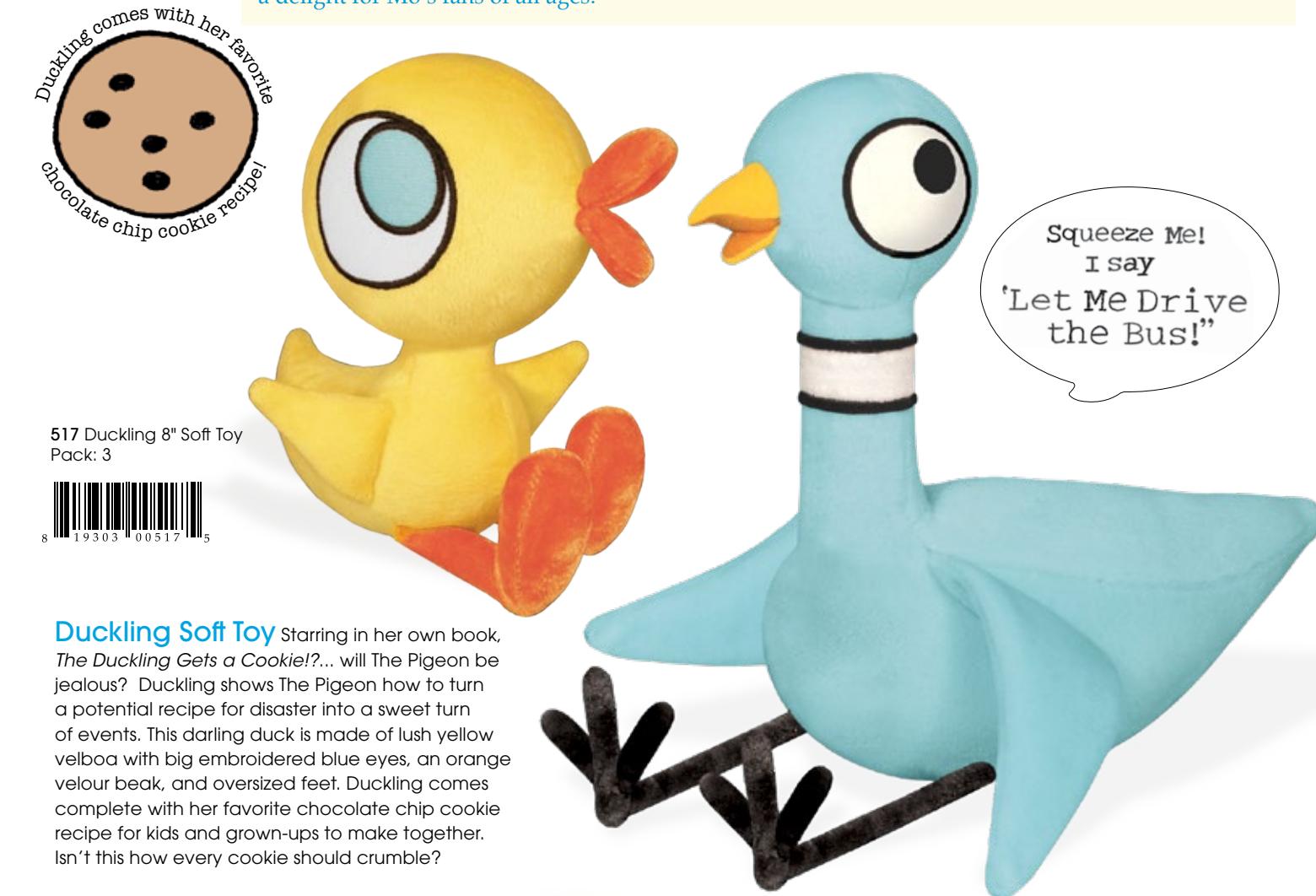


ISBN: 1368024570  
9 781368 024570

# MO WILLEMS

## Presents...

New York Times Best-Selling and award-winning author and animator, Mo Willems, has captivated millions of readers with his wildly popular characters and whimsical stories! With Caldecott Awards and over 50 original book titles, crowd-pleasing theater productions, a web series, TV specials, and major interactive exhibitions, we celebrate Mo and his wide range of book inspired companions, a delight for Mo's fans of all ages.

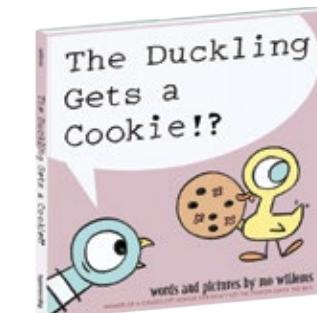


517 Duckling 8" Soft Toy  
Pack: 3



8 19303 00517 5

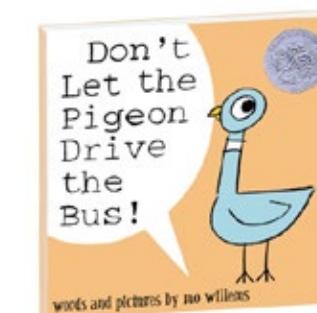
**Duckling Soft Toy** Starring in her own book, *The Duckling Gets a Cookie!?*... will The Pigeon be jealous? Duckling shows The Pigeon how to turn a potential recipe for disaster into a sweet turn of events. This darling duck is made of lush yellow velboa with big embroidered blue eyes, an orange velour beak, and oversized feet. Duckling comes complete with her favorite chocolate chip cookie recipe for kids and grown-ups to make together. Isn't this how every cookie should crumble?



15128 The Duckling Gets a Cookie!? Hardcover Book  
Pack: 3



ISBN: 1423151283  
9 781423 151289



81988 Don't Let the Pigeon Drive the Bus! Hardcover Book  
Pack: 3



ISBN: 078681988-X  
9 780786 819881



**The Pigeon Soft Toy**  
Caldecott Honor Award Winner!

When a bus driver takes a break, The Pigeon bargains with feathers flying, and demands "LET ME DRIVE THE BUS!!!" Hug The Pigeon's bean-filled body of soft velboa with embroidered eyes, and velour feet and legs, and hear him plead "Let Me Drive the Bus!..." in Mo's own voice! Please, however, don't let this Pigeon drive any bus.

501 The Pigeon  
11.5" Soft Toy  
Pack: 3



8 19303 00501 4



## Contemporary Soft Toys and Books

### The Pigeon Jack-in-the-Bus

This musical Pigeon-in-the-Bus pops up to play, much like the surprising game of peek-a-boo! Children practice hand-eye coordination and motor skills as they turn the crank to hear the familiar tune of "The Wheels On The Bus". Youngsters also learn cause-and-effect when The Pigeon soft plush pops out of the bus at the end of the tune! Featuring friends of The Pigeon on all sides of the tin bus, this Mo-centric musical toy brings laughter while assisting children to develop auditory visual awareness.

671 The Pigeon Jack-in-the-Bus  
11" open / 5.5" closed  
Pack: 3



503 Leonardo  
Puppet 14"  
Pack: 3



85294 Leonardo the Terrible  
Monster Hardcover Book  
Pack: 3



Plays  
"The Wheels on  
the Bus!"

Turn the page for



### The Pigeon & Duckling Finger Puppets

The Pigeon & Duckling Finger Puppets inspire creative interactive play as an adorable duo, handmade of sewn tricot with screen-printed eyes, and felt wings and beaks. Through role play, The Pigeon & Duckling encourage social skills and imagination to take flight in children of all ages!

673 The Pigeon & Duckling Finger Puppets  
Pack: 8  
Packaging: 3.5"H x 5"W x 1.75"D



8 19303 00673 8

## Contemporary Soft Toys and Books

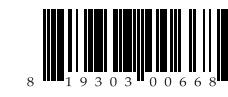
### MORE MO FAVORITES!



### Elephant & Piggie Finger Puppets

Great friends come in small packages! Elephant & Piggie are fun-sized finger puppets! Packaged together, this duo is handmade of soft sewn tricot with screen-printed expressions. Elephant & Piggie Finger Puppets spark imagination and provide endless friend-inspired interactive play!

668 Elephant & Piggie Finger Puppets  
Pack: 8  
Packaging: 3.5"H x 5"W x 1.75"D



8 19303 00668 4



502 Knuffle Bunny  
12.25" Soft Toy  
Pack: 3



8 19303 00502 1



81870 Knuffle Bunny: A Cautionary Tale  
Hardcover Book  
Pack: 3



ISBN 078685294-0  
9 780786 852949



This special version of Elephant & Piggie plush pals bring a new twist to the hilarity and companionship of these best buddies! Look out for The Pigeon as he makes a surprise appearance on these soft toys just as he does in all of Mo's books.



### Elephant Anniversary Soft Toy

This limited-edition Gerald Soft Toy is *elephant-astic!* As the careful one who always looks out for his best pal, Gerald strikes a pose with a nod to his faithful friend. Wherever Gerald goes, Piggie will always be present in Elephant's soft printed plush that features images of Piggie book covers. Inspired by Mo Willems' popular Elephant & Piggie book collection, this special edition Elephant Soft Toy celebrates Elephant & Piggie's genuine friendship.

675 Elephant  
9.5" Anniversary Soft Toy  
Pack: 3



676 Piggie  
7.5" Anniversary Soft Toy  
Pack: 3



### Piggie Anniversary Soft Toy

This limited-edition Piggie Soft Toy is *pig-ture* perfect! Celebrating 15 years of friendship with Gerald, Piggie features a lusciously soft plush body with a pattern inspired by Mo Willems' highly acclaimed Elephant & Piggie book collection. Piggie shows her affection for her best pal with an intricately printed pattern of book covers that feature Gerald!



## ...MORE MO FAVORITES!



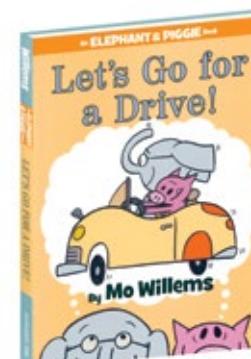
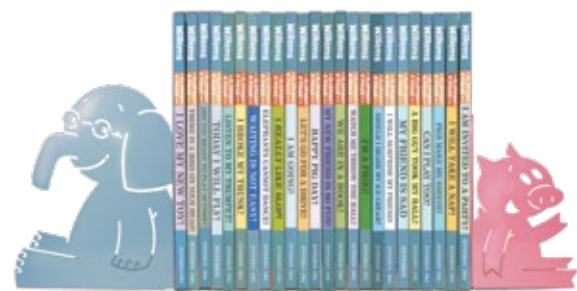
506 Elephant 7"  
& Piggie 5"  
Pack: 3



### Elephant & Piggie Soft Toy Pair

Theodor Seuss Geisel Medal Winners!

With text reviewed by an early-learning specialist, Mo's series about this optimistic pig and cautious elephant are accessible, appealing, and full of the emotions that make best friends. Elephant, made of soft light blue-gray chenille, wears his signature glasses and smiles because Piggie always cheers him up! Piggie, with her positive outlook, has a soft bean-filled body and an enthusiastic expression, reminding us to always look on the bright side.



16482 Let's Go For a Drive!  
Hardcover Book  
Pack: 3



### Elephant & Piggie Bookends

Organization is so much fun with our Elephant & Piggie Bookends that combine function and style! Made of durable, precision-cut metal with high gloss coating, Elephant & Piggie sit comfortably back-to-back to prop up favorite book collections! On one side is soft blue-gray Elephant and on the other side is peppy pink Piggie. Together, they can support all 25 Elephant & Piggie books with personality. Look out for The Pigeon, as he makes a surprise appearance on this set of bookends just as he does in all of Mo's books!

669 Elephant & Piggie Bookends  
9"H x 7"W x 4"D  
Pack: 4



# Terms and Conditions

We appreciate and value your business!

In order to speed the processing of your orders and help us better accommodate you, please read YOTTOY's terms and conditions of sale. If you have any questions or would like to check on your order, please call our customer support staff at 877-YOTTOYS or contact your YOTTOY sales representative.

## PAYMENT OPTIONS:

1. Net 30 days upon credit approval, Pre-Pay, Visa or Mastercard. YOTTOY credit application is required to establish 30 day terms. All terms are subject to corporate and credit approval. Please allow 2 weeks for processing. Pre-Pay orders must be submitted with a check that includes 15% freight. A \$25 service fee will be assessed for all returned checks.
2. Past due invoices are subject to a 1.5% accrued monthly finance charge. Late payment or non-payment of any invoices shall cause rejection of future purchase orders and suspend future shipments. No allowances or deductions will be permitted on past due invoices.

All merchandise is sold FOB YOTTOY US warehouse. YOTTOY will ship via our least expensive ground carrier unless customer specifies another method of shipping, and freight costs will be included within the customer's invoice. Please inspect all shipments upon receipt. In case of damage, notify freight carrier immediately. Claims must be filed with carrier within 15 days of receipt of merchandise. Refused shipments will be charged all freight charges plus a restocking fee of 20%.

**MINIMUM ORDERS:** MINIMUM OPENING ORDER: U.S. \$150.00. MINIMUM REORDER: U.S. \$150.00.  
Any orders received in non-standard "minimum pack quantity" will be increased to next standard pack quantity.  
All orders are subject to acceptance by YOTTOY.

**RETURNS:** All sales are final. Books are non-returnable under any circumstances.

**DAMAGES:** In case of damage or ship error, please call for a return authorization number. Returns must be made within 10 days of receipt of merchandise. The RA# must be noted on any return shipment. Any unauthorized return will be refused or charged a 20% restocking fee.

**BACKORDERS:** We make every effort to produce and ship product in a timely manner. Backorders may occur due to high demand. In this event, we will ship the product as soon as possible. Backorders will be shipped unless otherwise advised by customer.

**LIMITATION OF LIABILITY:** No warranty or merchantability or fitness for a particular purpose is implied and the Seller specifically disclaims such warranties with respect to its products. The Seller's liability on any claim of any kind, including negligence and breach of warranty, for any loss or damage resulting from, arriving out of, or connected with this contract, for the performance of breach thereof, or manufacturer's sale, or delivery, resale, repair, or use of any product covered by or furnished under this contract shall in no case exceed the price allocable to the product or part thereof which gives rise to the claim. In no event shall the Seller be liable for punitive or consequential damages.

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## YOTTOY Logo Counter Display

This YOTTOY Logo Counter Display can hold a variety of Soft Toy styles. Use the display to set your favorite YOTTOY's apart from the rest! Quick and easy set up.

**412 YOTTOY**  
Counter Display  
12"H x 18.5"W x 12"D  
Pack: 1



## YOTTOY Logo Gift Bag

This bright and colorful YOTTOY Logo Gift Bag, with sturdy nylon rope handles, is ideal to bundle toys and books together.

**419 YOTTOY**  
Large Gift Bag  
12"H x 10.75"W x 5.5"D  
Pack: 25



**420 YOTTOY**  
Small Gift Bag  
9"H x 8"W x 4.75"D  
Pack: 25



Printed in the USA.

**Yottoy Custom Design and Production**

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