



**MONSTERS ON TOUR:
MOSHI MONSTERS™ PRESENTS THE MAGNIFICENT AND MAGICAL MOSHI BUS**



Hit children's brand **Moshi Monsters** is taking retail on tour with the launch of the amazing new **Moshi Bus** in time for Christmas! The branded vehicle will be used for festivals, shopping centre visits, to support Moshi retailers and to spread some extra Moshi cheer to its fans around the country.

Offering kids the opportunity to buy and win Moshi goodies and to interact with the brand, the bus will make its debut at two popular UK shopping destinations – with further dates and venues to be announced in 2012.

The bus will premiere at Bluewater shopping centre, The Village car park on Saturday 17th December. It will remain there until the 23rd December, with activity going on all week. On Sunday 18th December Mr Moshi (Moshi creator, Michael Acton Smith) and one of the monsters will make a special guest appearance where they will meet and greet fans.

After Christmas the bus will move on to Manchester's Trafford Centre where it will be situated at The Great Hall entrance car park from Wednesday 28th December until Monday 2nd January.

On the brand new Moshi Bus kids will have the chance to draw and colour monsters at the art and craft sessions, enjoy clay buddy modelling and trade 'Moshlings' and trading cards, There will also be Moshi giveaways, quizzes and competitions to win Moshi merchandise, including a special "Busling" Topps trading card. They can even browse and buy their favourite Moshi merchandise in the Mobile Moshi Monsters Store at the top of the bus.

And if that's not enough...there's a slide so that kids can have as much fun getting out as they did going in!

See www.moshibus.com for the latest news from the Moshi bus.

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The Moshi Bus Tour

Where: Bluewater, The Village Carpark

When: Saturday 17th of December – Friday the 23rd of December

Hours: 10am - 5pm

Where: Trafford Centre, The Great Hall Entrance Carpark

When: Wednesday 28th December – Saturday 31st of December

Hours: 10am – 5pm

When: Sunday 1st of January – Monday 2nd of January

Hours: Midday - 5pm

Further dates and venues to be announced in 2012.

Activities:

Moshi Monsters Giveaways & Prizes

Arts & Crafts

Play Activities

Moshi Character Guest Appearances

Mobile Moshi Monsters Store

Leave the bus on a Moshi slide!

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ABOUT MOSHI MONSTERS™

Moshi Monsters is an online world for boys and girls aged 6-12. The site is filled with exciting characters, educational puzzles, nurturing play patterns, customization tools and a social layer so kids can share, show-off and communicate with their friends in a safe environment – similarly to the way adults interact on Facebook.

Children choose from one of six virtual pet monsters - Furi, Poppet, Diavlo, Zommer, Luvli and Katsuma – that they can create, name and nurture. Once their pet has been customized, players can navigate their way around Monstro City, taking the daily puzzle challenge to earn 'Rox' (virtual currency), playing games, solving Super Moshi Missions, personalizing their room, showing off their artwork, reading stories and communicating with friends in a safe environment.

Since its launch in 2008, the site has grown to over 50m registered users worldwide.

Following its huge online success, *Moshi Monsters* has exploded from its online base into the real world with a popular range of physical products including best-selling toys, books, membership cards, trading cards and much more. *Moshi Magazine* launched in February 2011 and is now the largest UK kids title in the UK!...and there's loads more to come with *Moshi TV*, *Moshi Live* and *Moshi Music* currently in development!

For more information visit www.moshimonsters.com