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## Sleeptime Lites Pillow Pets

### FACT SHEET



What: One of the most unique products in the Pillow Pets line is the brand-new Pillow Pets Sleeptime Lites line -- a night light, plush toy and pillow all in one! Sleeptime Lites illuminate a rainbow glow and star patterns onto the ceiling. Alternating hues of amber, blue and green lights set the scene for a peaceful night slumber. Sleeptime Lites include a built-in timer that shuts off after 20 minutes, just enough time to fall asleep. Sleeptime Lites include six feature light options, including all 6 LEDs fading on and off rapidly; or all 6 lights fading on and off gradually; or just the blue, green and pink LEDs fading on and off gradually. Sleeptime Lites come in some of the most popular designs as well as many licensed characters. All Pillow Pet products are appropriate for ages 3 and up.



**Where:** Sleeptime Lites Pillow Pets will retail for approximately \$24.99 and will be available at major retailers in February/March 2018

**Who:** Since 2003, Pillow Pet® plush folding stuffed animals have been bringing smiles to the faces of all ages. Pillow Pets plush folding stuffed animals add true function to that warm and wonderful feeling by combining the security of a stuffed animal with the functionality of a pillow. Made of high quality, super soft chenille, Pillow Pets plush folding stuffed animals make the most precious snuggle pal for you or your loved one.

The concept for the snuggly companions was the brainchild of a San Diego-based mother of two, who had grown tired of picking up stuffed animals strewn across her children's rooms.

An ideal naptime companion – not to mention a comforting partner on road trips or airplane rides – Pillow Pets plush folding stuffed animals are anything but just another stuffed animal. Extremely versatile, these unique creations have a strap that closes underneath to transform them into friendly pets. Simply open the strap and the pet becomes a pillow!

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