



LOVE STACKED

BY COURTNEY POTTER

The Disney Tsum Tsum collectible craze piles up throughout the country!

They're cute, cuddly, and quite collectible: Disney's Tsum Tsum, round plush toys of varying sizes that feature faces of popular Disney characters, delight fans of all ages! Introduced at Disney Stores in Japan in October 2013, Tsum Tsum (pronounced "soom-soom") quickly became a veritable phenomenon; the toys—plus an accompanying mobile puzzle game—were brought to the States the next year, where they've enjoyed passionate popularity ever since.

Their name is taken from the Japanese verb for "to stack," and they're designed to sit on top of one another to form a pyramid of adorable. New Tsum Tsum characters are released the first Tuesday of every month, both online and in Disney Stores around the country—and you can even sign up for a monthly mail-order subscription at DisneyStore.com. (The toys, also available at Target stores nationwide, include the added functionality of screen-cleaner material on their tummies!)

Available stuffed pals range from Mickey Mouse, Winnie the Pooh, Buzz Lightyear, and *Frozen*'s Olaf to recent special releases like Marvel's *Guardians of the Galaxy*'s Groot and Disney Park-themed exclusives. What characters will get the soft-and-sweet Tsum Tsum treatment next? We'll have to wait and "tsee"... 🐻