



ACTIVITY

J F M A M J J A S O N D

ADVERTISING

Accessory promotion

"Hands That Hold"

Twins

World Travelers

Baseball Kids™ ballpark program ads

Baseball Kids™

Preemie!™

Corn silk™

Preemie!™ Twins

'Koosas™

Baby 'Koosas™

Cycle Stroller/Walker/Wood Furniture

Show Ponies

Circus Kids™

Young Astronauts™

Cabbage Patch Kids® Babies

TV ANIMATED SERIES

Weekly series (17 half hours)

PROMOTIONS

Accessory promotion

Young Astronaut™ & Baseball mail-ins

Parents' Association activities

World Travelers travel awards & promo

Young Astronaut™ museum tour

Major toothpaste co-promotion

Cabbage Patch Kids® magazine

Circus Kids™ mall events

Baseball Kids™ ballpark promotion

National 'Kids™ Birthday Month

"Share the Love" campaign

Macy's Thanksgiving Parade

MERCHANDISING

'Kid™ Center merchandising kit

Star-of-the-Month merchandising kit

Costumed character appearances

WHEELJACKSLAB.COM