

Woolies lines up Disney•Pixar characters for new Collectibles domino range

Wednesday, 4 March 2015: Woolworths has teamed up with Pixar Animation Studios for the latest edition of the Collectibles craze, *Domino Stars*, an Australian supermarket first.

The new Collectibles range will hit Woolies stores nationwide from Wednesday 4 March and feature 44 dominoes starring loveable characters from popular Disney•Pixar films including *Toy Story*; *Cars*; *Monsters, Inc.*; *Finding Nemo*; *Up*; *Brave*; *The Incredibles*; *Wall•E*; *Ratatouille*; and *A Bug's Life*.

Everyone's favourite cowboy and space ranger duo, Woody and Buzz Lightyear from *Toy Story*, lead the stellar cast of characters in the limited edition collection. Beloved Dory and Nemo from *Finding Nemo* are also among other favourites in the range that are set to take schoolyards by storm.

Woolworths Chief Marketing Officer Tony Phillips said of the new release, "In a world of computers and smartphones we're thrilled to bring the classic domino back to Aussie playgrounds. In partnering with Disney•Pixar, we've opened up the domino craze to a whole new generation of fans.

"Since we launched the first Collectibles range in September 2013, we've recruited an army of fans that just love collecting. For this specific release parents have told us they welcome the introduction of dominoes to the Collectibles family as they help kids learn through play," he said.

Kylie Watson-Wheeler, General Manager – Licensing and Retail, The Walt Disney Company Australia and New Zealand said, "At the forefront of animation and innovation, Pixar's emotion-filled stories and characters are beloved by adults and children alike.

"Disney is delighted to join with Woolworths to offer this Collectibles program, which allows Australian fans of all ages to experience and play with their favourite Pixar characters in an entirely new way," she said.

Shoppers will receive one free *Domino Stars* Collectible domino for every \$20 they spend in-store or online at Woolies and Caltex Woolworths stores nationally, excluding fuel purchases.

Fans are encouraged to get collecting as the range will only be in stores until Tuesday 14 April or as long as stock lasts.

A limited edition Collector Case, Deluxe Collector's Tin and Travel Bag will also be available to store the collection in. Fans can build the ultimate domino raceway with other accessories including a bridge, marble maze, staircase and spinners.

In addition, Disney•Pixar fans can see their favourite movies on the big screen during the Pixar Film Festival, which is running on weekends through March 22, exclusively at Event Cinemas, Greater Union, Birch Carroll & Coyle, and Village Cinemas.

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For more information, contact **One Green Bean** on **(02) 8020 1800**.