

# MGA MINIVERSE "HAPPY HOUR" TOYS



## TALKING POINTS

With the introduction of **MGA Miniverse "Happy Hour" model cocktails**, toymaker MGA Entertainment and the retailers who stock its products have crossed what should be an uncrossable line—selling alcohol as a plaything for kids.

Below are some key points that community members can use when discussing these products with friends, neighbors, local groups, and media.

- 
- ◇ **These models are DIY toy cocktails**, explicitly labeled as drinks like “espresso martini” or “blue Hawaiian”—or just “tequila shots.”
    - They are sold in randomized, opaque containers, encouraging kids to buy one more, and then one more, just like Yu-Gi-Oh or baseball cards.
    - Kids already recognize and love other, youth-friendly Miniverse models, which are branded with Harry Potter, Hersheys, or Lord of the Rings
  - ◇ Toy alcoholic beverages **teach kids and young teens that a drink is something to play with.**
    - Especially if they already recognize Miniverse as Disney-related
  - ◇ There is little difference between these toys and **known industry strategies for marketing to youth.**
    - Alcohol industry groups have rules preventing alcohol-related merchandise from being distributed, so why doesn't the toy industry?
    - Tobacco industry openly acknowledged using toy and candy cigarettes to make kids want to smoke
  - ◇ Starting alcohol use early **hurts kids physically, socially, and academically.**
    - Alcohol is a driver of the top killers of underage youth: crashes, suicide, and homicide
    - Increases risk among teens of experiencing violence, intimate partner violence, and sexual assault
    - Associated with worse grades and more entanglements with law enforcement
  - ◇ Kids who start drinking earlier are **more vulnerable to drinking excessively as adults.**
  - ◇ **These toys must be taken off shelves**, and MGA should stop making them entirely.
-