



Mr. Potato Head Brand Update

February 25, 2021

Hasbro is officially renaming the MR. POTATO HEAD brand to POTATO HEAD to better reflect the full line. But rest assured, the iconic MR. and MRS. POTATO HEAD characters aren't going anywhere and will remain MR. and MRS. POTATO HEAD.

Launching this Fall, the CREATE YOUR POTATO HEAD FAMILY is a celebration of the many faces of families allowing kids to imagine and create their own Potato Head family with 2 large potato bodies, 1 small potato body, and 42 accessories. The possibilities to create your own families are endless with mixing and mashing all the parts and pieces.

CREATE YOUR POTATO HEAD FAMILY is compatible with most standard Potato Head offerings and is a great addition to your Potato Head collection for kids ages 2 and up. Potato Head has provided endless creative possibilities to our preschoolers for almost 70 years and will continue to do so with the new CREATE YOUR POTATO HEAD FAMILY.

