



media release

For immediate release

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Greater Mankato Business Accelerator Welcomes Back Plaja Pet's Creator

Jason Johnson Gives Back to the Community Where His Success Started

Jason Johnson and Adam Kittelson, creators of Plaja Pets – the plush toys with interchangeable heads and tails, sold their business – Plaja International to Small World Toys after attending the International Toy Fair in New York this past February. As part of the sale, Johnson agreed to work as Senior Brand Manager for the Plaja Pet toy line and others for Small World Toys – located in Los Angeles. While Johnson is living and working outside of our area, it is apparent that his roots run deep in the Greater Mankato community. Johnson started Plaja International with the help of a variety of local organizations including the Greater Mankato Business Accelerator, a program to connect start-ups with the resources they need to succeed. “Greater Mankato was an ideal environment to start our business, because of the abundance of resources and exceptional people, and we want to give back to the place that fostered our success” said Johnson.

In the upcoming months, Johnson and Small World Toys will donate 600 Maverick Stomper Plaja Pets to various local charities:

October 17

Minnesota State University, Mankato Hockey Game at Alltel Center
First 200 fans who bring a Jacket or coat for the Salvation Army Bundle Me Warm will receive a free Maverick Plaja Pet

November 17

YWCA's Gifts of Giving Event 4-8 p.m. at Alltel Center
Minnesota State University, Mankato women's athletics department will be selling Maverick Plaja Pets at the Gifts of Giving event, with proceeds going to the YWCA's Girls on the Run Program

November 21

Minnesota State University, Mankato Basketball Game at Alltel Center
First 200 fans to donate \$20 to the Holiday Sharing Tree would receive a free Maverick Plaja Pet

Johnson may be contacted directly for questions or to set up an interview – he will be in Mankato October 16 – 19 310.945.5833(office) 612.598.1295(cell) or jason.johnson@smallworldtoys.com.

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