

# Disney Consumer Products

## Back-To-School Fact Sheet

### School Supplies

#### Girls



#### Disney's *Frozen* Backpack

MSRP: \$16.99

Retailer: Kohl's, TRU, Walmart.com, Burlington

Available: Summer 2014

#### Disney's *Frozen* 11-Piece Set

MSRP: \$5.00

Retailer: Toys R Us

Available: Now

#### Disney's *Frozen* Pencil Case

MSRP: \$4.57

Retailer: Target

Available: Summer 2014

#### Disney Princess Aurora Back to School Collection

MSRP: Backpack \$8.95-22.95, Lunch Tote \$14.95, Water Bottle \$8.95

Retailer: Disney Store, Disneystore.com

Available: Now

#### Disney Princess Stationery Supply Kit

MSRP: \$14.95

Retailer: Disney Store, Disneystore.com

Available: Now

#### Doc McStuffins Back to School Collection

MSRP: Backpack \$22.95, Lunch Tote \$14.95, Water Bottle \$8.95

Retailer: Disney Store, Disneystore.com

Available: Now

#### Doc McStuffins Zip-Up Stationery Kit

MSRP: \$14.95

Retailer: Disney Store, Disneystore.com

Available: Now



**Pop Art Mickey Denim Tote**  
**MSRP: \$118.00**  
**Retailer: Seatbeltbags.com**  
**Available: Now**

**Pop Art Mickey Denim Backpack**  
**MSRP: \$128.00**  
**Retailer: Seatbeltbags.com**  
**Available: Now**



**Boys**

**Disney's *Planes Fire & Rescue* Basic Pencil Case with Charm**  
**MSRP: \$4.57**  
**Retailer: Target**  
**Available: Fall 2014**

**Disney's *Planes Fire & Rescue* Backpack and Lunch Tote**  
**MSRP: Backpack \$22.95, Lunch Tote \$14.95**  
**Retailer: Disney Store, Disneystore.com**  
**Available: Now**



**Disney-Pixar's *Cars Fast Forward* Lunch Kit**  
**MSRP: \$7.88**  
**Retailer: Walmart**  
**Available Now**

**Disney's *Planes Fire & Rescue* Water Bottle**  
**MSRP: \$8.95**  
**Retailer: Disney Store, Disneystore.com**  
**Available: Now**



**Marvel's Spider-Man Backpack**  
**MSRP: \$19.99**  
**Retailer: Target**  
**Available: Fall 2014**

**Marvel's *The Amazing Spider-Man 2* One Subject Notebook**  
**MSRP: \$2.50**  
**Retailer: Target**  
**Available: Fall 2014**



**Marvel's Avengers Pencil Tin**  
**MSRP: \$12.97**  
**Retailer: Walmart**  
**Available: Fall 2014**



**Marvel's Avengers Assemble Composition Notebook**  
MSRP: \$2.50  
Retailer: Target  
Available: Fall 2014

**Marvel's Guardians of the Galaxy 3D 3-Ring Pencil Pouch**  
MSRP: \$3.97  
Retailer: Walmart  
Available: Fall 2014



**Marvel's Guardians of the Galaxy Rocket Backpack**  
MSRP: \$49.50  
Retailer: Hot Topic  
Available: Summer 2014

**Marvel's Guardian of the Galaxy Lunch Kit**  
MSRP: \$7.99  
Retailer: Toys R Us  
Available: Summer 2014



**Star Wars Rebels Soft Lunch Kit**  
MSRP: \$9.99  
Retailer: Toys R Us  
Available: Summer 2014

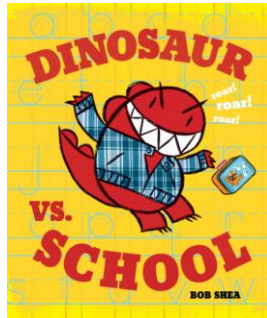
**Star Wars Rebels Stainless Steel FUNtainer™ Bottle**  
Retailer: Toys R Us  
MSRP: \$16.99  
Available: Summer 2014



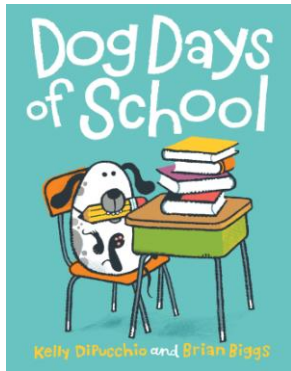
**Star Wars Storm Trooper or Darth Vader 12" Mini Backpack**  
MSRP: \$12.99  
Retailer: Toys R Us  
Available: Summer 2014

**Star Wars Backpacks: Yoda Flower, Yoda Realm and Stormtrooper styles**  
MSRP: \$42.50  
Retailer: Vans.com  
Available: Now

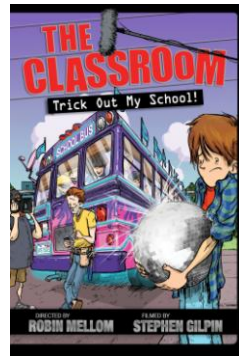
## Reading



**Dinosaur vs. School**  
Author: Bob Shea  
MSRP: \$16.99  
Retailer: Wherever books are sold  
Available: June 2014  
Age: 3-5 years



**Dog Days of School**  
Author: Kelly DiPucchio  
MSRP: \$16.99  
Retailer: Wherever books are sold  
Available: June 2014  
Age: 6-8 years



**The Classroom: Trick Out My School!**  
Author: Robin Mellom  
MSRP: \$12.99  
Retailer: Wherever books are sold  
Available: June 2014  
Age: 8-12 years

## Tech Accessories

### Over-the-Ear Headphones



**KidDesigns/eKids**  
Characters: Sofia the First, Doc McStuffins, Minnie Mouse, Disney Princess, Frozen, Lightening McQueen, Dusty Crophopper, Jake and the Never Land Pirates, Mickey Mouse, Mike and Sulley

MSRP: \$19.99  
Retailers: Amazon, Toys R Us, Walmart  
Available: Summer 2014



**Marvel's Guardians of the Galaxy Rocket Raccoon**  
MSRP: \$19.99  
Retailer: Specialty  
Available: Summer 2014

**Marvel's Spider-Man (also available in Marvel's Avengers character styles)**  
MSRP: \$19.99  
Retailer: Specialty  
Available: Summer 2014



### iPhone Cases

**Disney-Pixar's Monster University – Mike and Sulley iPhone 5 Cases**  
MSRP: \$19.99  
Retailer: Toys R Us  
Available: Fall 2014

**Disney's Frozen iPod Touch 5G Molded Case**  
MSRP: \$9.99  
Retailer: Target and Barnes & Noble  
Available: Fall 2014



Disney Store iPhone Cases: Darth Vader, Buzz Lightyear, Nemo, Minnie Mouse  
 MSRP: \$19.95 each  
 Retailer: Disney Store, DisneyStore.com  
 Available: Now

## Apparel



### Jumping Beans for Kohl's

Disney's *Planes* Long Sleeve Tee  
 MSRP: \$20.00 for toddler, \$22.00 for boy  
 Available: Summer 2014

Disney's *Planes* Long Sleeve Top and Pant (sold separately)  
 MSRP: Tee is \$22.00 for toddler, \$24.00 for boy 4-7, pant is \$22.00 for toddler, \$24.00 for boy  
 Available: Summer 2014



### Peek + Disney for Ages 0-12

Mickey Mouse and Minnie Mouse Long Sleeve  
 MSRP: , \$38.00 for infant, \$42.50 for girl/boy  
 Retailer : Peek stores, select Nordstrom stores  
 Available Now

Mickey Mouse and Minnie Mouse Short Sleeve  
 MSRP: \$38.00 for infant, \$42.00 for girl /boy  
 Retailer: Peek stores, select Nordstrom stores  
 Available Now



## Disney Store Exclusive Hoodies



**Anna and Elsa Hoodie- Personalizable**  
MSRP: \$32.95  
Retailer: Disney Store, Disneystore.com  
Available: Now

**Doc McStuffins Hoodie**  
MSRP: \$29.95  
Retailer: Disney Store, Disneystore.com  
Available: Now



**Marvel's *The Amazing Spider-Man* Costume Hoodie**  
MSRP: \$29.95  
Retailer: Disney Store, Disneystore.com  
Available: Now

**Marvel's *Guardians of the Galaxy* Hoodie**  
MSRP: \$29.95  
Retailer: Disney Store, Disneystore.com  
Available: Now



**Star Wars Costume Hoodies- Various Characters**  
MSRP: \$32.95  
Retailer: Disney Store, Disneystore.com  
Available: Now

## Tween – Girls



**Disney D-Signed Tiered Lace Ruffle Tunic, Blazer and Abstract Leggings**  
MSRP: Tunic - \$34.00 ; Blazer - \$50.00 ; Leggings - \$28.00  
Retailer: Kohl's  
Available Now

**Disney D-Signed Glitter Girl Sketch Tee and Handkerchief Skirt**  
MSRP: Tee - \$28.00, Skirt - \$38.00  
Retailer: Kohl's  
Available: Now

**Teen – Women**



**Disney's *Tangled* Boat Dress**

**MSRP: \$34.50**

**Retailer: Hot Topic**

**Available: Now**

**Tinker Bell Illustrated Tank Top**

**MSRP: \$24.50**

**Retailer: Hot Topic**

**Available Now**



**Marvel's Captain America Cardigan**

**MSRP: \$40.00**

**Retailer: Her Universe and Heruniverse.com**

**Available: Now**

**Graffiti Ms Marvel Tank**

**MSRP: \$28.00**

**Retailer: Her Universe and Heruniverse.com**

**Available: Now**

**Marvel's Avengers Icon Leggings**

**MSRP: \$30.00**

**Retailer: Her Universe and Heruniverse.com**

**Available: Now**



**Select Marvel Tees and Leggings**

**MSRP: 420.00 - \$26.00**

**Retailer: exclusively at JCP "Hot Zone"**

**Available: Summer 2014**

## Teen – Men



**Men's Varsity Fleece – Marvel's Captain America**  
MSRP: \$19.98  
Retailer: Walmart  
Available: Summer 2014

**Men's Varsity Fleece – Marvel's Punisher**  
MSRP: \$19.98  
Retailer: Walmart  
Available: Summer 2014



**Marvel's Captain America Sweatshirt**  
MSRP: \$19.88  
Retailer: Walmart  
Available: Fall 2014

**Marvel's The Amazing Spider-Man 2 Sweatshirt**  
MSRP: \$19.88  
Retailer: Walmart  
Available: Fall 2014



**Star Wars King Vader Tee**  
MSRP: \$12.00  
Retailer: JCPenney  
Available: Summer 2014

**Star Wars Yoda 2 Pocket Tee**  
MSRP: \$32.00  
Retailer: Vans, Vans.com  
Available: Now

## Healthy Snacking



## Marvel

**Marvel Snackers**  
MSRP: \$2.98  
Retailer: Walmart  
Available: Now

**Pirate's Booty limited edition, Marvel's Avengers Multi-Pack**  
MSRP: \$5.69  
Retailer: Limited Grocery  
Available: Now

**Marvel's Avengers Assemble Go-Gurt Yogurt by Yoplait**  
MSRP: \$2.99  
Retailer: Grocery  
Available: Now



## Disney Produce



Disney Produce: Various Characters  
MSRP: \$2.99+  
Retailer: Grocery  
Available: Now

## Disney's Frozen Produce



Various Produce – grapes, apples  
MSRP: \$1.99+  
Retailer: Winn Dixie and Target  
Available: Fall 2014

###

### Press Contacts:

Lauren Purnell  
Disney Consumer Products  
818-544-0393  
[Lauren.B. Purnell@Disney.com](mailto:Lauren.B.Purnell@Disney.com)