

An Adorable Decade: GUND® Celebrates Boo's 10th Birthday

The Pomeranian pooch who needs no further introduction celebrated his 10th birthday this past March!

Boo has **over 17 million fans** on Facebook, tens of millions of views on YouTube, and a growing fan base on Twitter and Instagram (**617K**). His popularity has led to a plethora of merchandise including, of course, irresistible soft toys and accessories by GUND!

June 2016 sees three new items being added to the collection: a Classic Boo in Holiday Hat and Scarf, plus two **Itty Bitty Boos**: wearing a cute monster costume in **Monsteroo** and a fabulous pirate's hat and neckerchief in **Pirate Boo**.

You can keep up with *The World's Cutest Dog™* with a Boo & Friends game, 'Spot the Difference' — a free digital app available on iTunes, Android and Facebook. And you can still download Boo stickers for **Facebook Messenger app** too!



4056234 Pirate Boo
Itty Bitty Boo No.32
Height: 12.5cm
SRP: £12.00

4056233 Monsteroo Boo
Itty Bitty Boo No.34
Height: 12.5cm
SRP: £12.00

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