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[finfun.com](http://finfun.com)

**FOR IMMEDIATE RELEASE**

## **Fin Fun Introduces Groovy Goby Limited Edition Mermaid Tail at Toy Fair 2017**

### **Mermaid Lifestyle Leader Motivates Girls to Swim, Achieve Their Dreams**

**Jacob K. Javits Center  
Booth 5115/Lower Level**

IDAHO FALLS, ID, February 17th, 2017 - Just in time for the annual New York Toy Fair, Fin Fun, the leader in mermaid lifestyle consumer products and maker of swimmable mermaid tails, introduces the Groovy Goby tail, its newest Limited Edition style. Fin Fun's Limited Edition Mermaid Tails Collection feature exclusive premium quality fabric with brilliant 3D designs covered in a shimmery fish-scale texture for a realistic appearance. The poly-spandex material hugs the body and is comfortable to wear, yet resistant to the effects of the sun and pool materials. The Groovy Goby Limited Edition tail has the look of a real Mandarin Goby fish (a bright royal blue with a yellow and orange ombre pattern). This is the first in a series of exciting new Limited Edition designs coming for the Spring and Summer 2017.



"Fin Fun mermaid tails are an incredible motivation for girls to become competent swimmers," explains Eric Browning, CEO, Fin Fun. "Girls can enjoy the fun and fantasy of being a mermaid while getting a great core body workout."

The patented Fin Fun Monofin (available for separate purchase) provides natural mermaid motion for smooth swimming in the pool, lake or ocean. The monofin – now available in sporty solid black and new blue tip version - can be easily inserted into the bottom of the tail and is designed for safety, comfort and performance while maintaining its mermaid shape. Flexible, durable polypropylene insert has a dive-grade neoprene cover that is buoyancy neutral and stays afloat. Feet are not strapped in, making removal of the insert easy with just one tug and a kick. [Click here to see video.](#)

Description: Breathable, 4-way stretch fabric: 82% Polyester/18% Spandex with unique shiny, fish-texture finish for realistic scale appearance

Sizes: Youth (6-12) and Adult (XS – L)

Suggested Retail Price: Youth: \$65 MSRP  
Adult: \$75 MSRP

Monofin Insert (required for swimming)  
Monofin Jr: \$60 MSRP  
Monofin Pro: \$65 MSRP

Retail availability: [FinFun.com](http://FinFun.com), [Amazon.com](http://Amazon.com) and select specialty retailers nationwide.

More information about Fin Fun is available at [www.finfun.com](http://www.finfun.com).

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### **About Fin Fun**

Based in Idaho Falls, Idaho, Fin Fun originated the patented swimmable spandex mermaid tail and monofin in 2010. Fin Fun produces wearable mermaid tails, monofins, mermaid-themed clothing and accessories as well as its line of Cuddle Tails plush mermaid and animal tail blankets. A celebrity favorite, Fin Fun sells its products primarily online and to exclusive retail outlets in over 180 countries around the globe. In 2016, the family-owned and operated company was named to the [Inc. 500 list at #119](#). For more information, visit [www.finfun.com](http://www.finfun.com)

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