

# Toy & Souvenir Company Develops for Clients Including Disney, Universal, Sea World, SRM Entertainment (Nasdaq: SRM)

*SRM Entertainment Inc. Crafting Magic for Disney, The Walt Disney Co, Universal Parks and Destinations, Sea World, Busch Gardens, and Landry's: (Nasdaq: SRM)*

JUPITER, FLORIDA, UNITED STATES., January 11, 2024 /EINPresswire.com/ -- Trusted Toy and Souvenir Developer Ramping Up Marketing to Major Entertainment Clients Including The Walt Disney Co, Universal Parks and Destinations, Sea World, Busch Gardens, and Landry's: SRM Entertainment, Inc. ([Nasdaq: SRM](#))



Entertainment Industry Symbols: [\\$SRM](#), \$DIS, \$SEAS \$BUD

For more information on \$SRM visit:

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SRM products are available to consumers inside the relevant amusement parks, entertainment venues, and theme hotels in the United States, China, Japan, and throughout the worldwide theme park industry”

*Richard Miller, CEO*

<https://corporate.srmentertainment.com/>

\$SRM Beautiful PowerPoint Presentation:

<https://s3.amazonaws.com/b2icontent.irpass.cc/2835/191710.pdf>

□ Established Toy and Souvenir Designer and Developer, Selling to the World's Largest Theme Parks and Entertainment Venues.

□ Clients Include The Walt Disney Co., Universal Parks and Destinations, SeaWorld, Sesame Place, Busch Gardens, Merlin Entertainment, Mattel Adventure Park, and Landry's Inc.

□ Development in Conjunction with Suppliers of Products for Core Licenses, Such as Warner

Brothers, Disney, Marvel, and Illuminations.

□ Products Available in the United States, China, Japan, and throughout the Worldwide Theme Park Industry.

□ Launched a New Retail Website Featuring Smurfs & Zoonicorn Franchise Characters Alongside SRM Proprietary Trend Animal Collection.

□ Social Media Advertising Campaign on Meta & TikTok. January Trade Show Presentations Set Up for Dallas, Atlanta, and Las Vegas.

SRM Entertainment, Inc. (Nasdaq: SRM) is a trusted toy and souvenir designer and developer, selling into the world's largest theme parks and entertainment venues. SRM designs, develops, and manufactures custom toys and souvenirs for the world's largest theme parks and entertainment venues such as Walt Disney Parks and Resorts, Disney Stores, Universal Parks and Destinations, Sea World, Sesame Place, Busch Gardens, Merlin Entertainment, Mattel Adventure Park and Landry's.

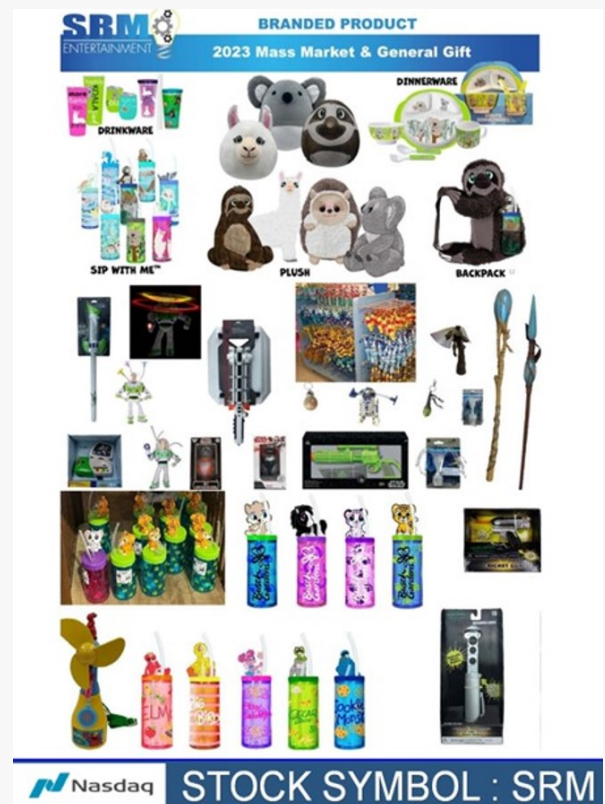
SRM has developed products in conjunction with suppliers of products for core licenses, such as Warner Brothers, Disney, Marvel, and Illuminations. SRM develops and distributes toys, plush, and hydration products to retailers worldwide.

The pop culture industry is being driven by several major forces. Technology advances have made it easier to access, consume, and engage with content. Content providers have produced more quality content to drive fan engagement, often with a focus on franchise-driven products.

Dedicated, active, and enduring fan bases have emerged across the pop culture landscape. These fans seek out opportunities to interact with their favorite content and with like-minded fans through social media and content-centric



\$SRM Products



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experiences. At the same time, social norms have shifted, making fandom culturally accepted and mainstream. These trends reinforce one another leading to a substantial increase in pop culture fandom and to significant growth in the industry.

SRM has developed, manufactured, and supplied the entertainment and amusement park industry with exclusive products such as toys, light up, plush, fans, and much more. These exclusive SRM products are often only available to consumers inside the relevant amusement parks, entertainment venues, and theme hotels in the United States, China, Japan, and throughout the worldwide theme park industry.

#### Launch of New SRM Retail Website for SipWithMe® Brand

On December 20th SRM announced the launch of their SipWithMeCup.com retail website. The website provides an enhanced user experience while highlighting the SRM in-house marketing team's capabilities with new photos and product illustrations. The team captures the functionality and benefits of many of the favorite SipWithMe® cups featuring Smurfs & Zoonicorn franchise characters alongside the SRM proprietary, loveable Trend Animal collection.

The new retail website (SipWithMeCup.com) provides an enhanced user experience and has been designed with a fresh, user-friendly look and feel. The site promotes SRM's products which builds on the Company's Sip with Me® marketing campaign which includes a social media advertising campaign. Sip with Me® cups are also sold at Amazon, theme parks, restaurants & other retailers throughout the world.



SRM is also launching their 2024 Sip with Me marketing campaign which includes social media ads, the consumer SipWithMeCup.com website, and wholesale trade shows.

The SRM Sip with Me® social media advertising campaign is on Meta and TikTok. January is trade show season where SRM will be on the ground in Dallas Market Center, Atlanta Market, and Las Vegas Market, opening up new avenues for wholesale customers to purchase their favorite products & cups. SRM Sip with Me cups are also sold at Amazon, theme parks, restaurants & other retailers throughout the world.

The full SRM product line including the new Sip with Me kids drinkware product mix featuring Smurfs and Zoonicorn will be presented at the following trade shows:

Dallas Market Center: Jan. 10-16 at the Dallas Total Home and Gift Market (WTC #8505).

Atlanta Market and More: Jan. 16-22 in Enchanted Moments Showroom 14 Floor-#1400.

Las Vegas Market and More: Jan. 28 -February 1 in R-Biz Associates Showroom C972, C975.

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