

Sylvanian fans go quackers for ducks in election win



Millennial and current fans of classic 80s' toy Sylvanian Families have voted for their all-time favourite family in a historic election, the first in the brand's 35-year history.

Over 200,000 fans from 42 countries cast their online votes during lockdown. In a surprise result, a family of ducks beat the more iconic Chocolate Rabbit Family.

The Puddleton Duck Family – from 1994 – was the clear winner out of the 100 families available to choose from. These 100 families covered the entire 35 years of production, including the inaugural Babblebrook Grey Rabbits launched in 1985.

Collectors can get their hands on the Puddleton Duck Family once again as the toy's manufacturer, EPOCH, had pledged to bring the winning family back into production for 2022. Brand new Puddleton Duck members will also be released in 2021.

This election marks Sylvanian Families' 35th anniversary, which will be celebrated with a new brand film premiering before the end of the year. The toy brand is as strong as ever, with millennials who were avid collectors in the '80s now introducing it to their own children.

Limited edition 35th anniversary products are also available in selected toy shops.

Available exclusively at [Smyths](#), priced £199.99, the Sylvanian Families Deluxe Celebration Home Gift Set is a spacious house in a new pastel pink and blue colourway and includes a working lift.



To get the Sylvanians' anniversary party in full swing (complying with the rule of six naturally) - the Celebration Baby Marching Band Set features five babies dressed in matching band outfits with instruments. Available exclusively from the Sylvanian Families webshop.



Other new releases include two rabbit families, the Marguerite Rabbits (£24.99 from independent retailers) and Sea Breeze Rabbits (£24.99 from Smyths, Argos & [Sylvanian Families webshop](#)), and a new dog family, the Corgis (£24.99 from [Sylvanian Families webshop](#)). There's also a Rose Garden Tea Party Set, available exclusively from the [Sylvanian Families webshop](#), which introduces the new figure of the Snow Rabbit Girl enjoying a grown-up afternoon tea.

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For more press information and high res images (product shots + lifestyle), please contact:

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