

Wicked corners the ‘bubble football’ market

Company fuels latest outdoor craze with new inflatable Body Bubble Ball at RRP: £49.99!

01 AUGUST 2017, LONDON, UK

SUMMARY

Innovative toy manufacturer Wicked's exciting new toy - winner of the 'Best New Outdoor Toy' award at London Toy Fair - is affordable, easy to use and packs hours of endless fun – either in the park amongst groups of friends, or bubble-battling in the back garden.

Get ready to crash, bash and smash: this August sees the official, highly-anticipated global launch of the brand new **Wicked Body Bubble Ball**, winner of the ‘Best New Outdoor Toy’ award at London Toy Fair, priced just £49.99.

This exciting, new outdoor toy from innovative toy manufacturer **Wicked** is affordable, easy to use and packs hours of endless fun – either in the park amongst groups of friends, or bubble-battling in the back garden. Previously the thrills of ‘bubble football’ could only be enjoyed by sports teams who either rented or could afford the hefty price tag of over £250 per ball.

Suitable for active fun-loving people, from kids aged 8+ years to adult, the **Wicked Body Bubble Ball** inflates to 1.2 metres and surrounds the body – so you can enjoy bashing into your friends without getting hurt! It is made from strong, durable PVC, with super heavy gauge vinyl for rugged durability. An interior harness and handles are featured within the ball itself to keep you strapped in for a safe ride.

David Strang, Wicked’s managing director, comments:

“Bubble football is already a global phenomenon; it’s absolutely huge on social media right now. But its high price tag has long been an issue for many that want to join in the fun. The launch of the new **Wicked Body Bubble Ball** marks a turning point for bubble football both here in the UK and across the globe; it’s the chance for people to get their hands on this great, hugely enjoyable toy at a very accessible price. Bring on the fun for everyone!”

Available in red or blue from 28th August, the Wicked Body Bubble Ball is [now available to pre-order online](#). It will also be stocked by Argos, Amazon, eBay, The Hut Group, Menkind, Hamleys, Harrods, Debenhams and Maplin.

ENDS

Notes to Editors:

- The company Wicked Vision was founded by David Strang in 1999. He is available for interview about the Body Bubble Ball craze, and the importance of outdoor toys and active play for kids and adults alike.
- The company is the world's largest manufacturer of returning boomerangs.
- Wicked products are sold in over 45 countries and through many UK channels.
- Visit www.wickedvision.co.uk for more information.



IMAGES





SPOKESPEOPLE



Ben Veal

Highlight PR

01225 444268

ben@highlightpr.co.uk

 highlightpr



Katie Tudor

Highlight PR

01225 444268

ben@highlightpr.co.uk

 highlightpr

ABOUT WICKED VISION

Wicked specialises in active, sports and outdoor toys. Founded in 1999 and based in South London, Wicked is the world's largest manufacturer of returning boomerangs.

Wicked produces all of its boomerangs and other flying toys in the UK. Wicked products are sold in over 45 countries and through many UK channels including Tesco, Smyths Toys, Toys R Us, Hawkins Bazaar and Amazon.



Wicked Visionnewsroom