

## "Get Your Collectible Squishmallows from Sureshot: Stay Ahead of the Phenomenon!"

McDonald's has been one of the most successful and recognizable fast-food chains in the world for over eighty years. With over 40,000 stores, nearly everyone recognizes the iconic golden arches. The [Happy Meal](#) that McDonald's offers has featured a variety of iconic brands throughout the years, with collaborations with Disney, Pokémon, Hello Kitty, and now [Squishmallows](#). That's right, according to a [press release](#) from Jazwares, Squishmallows, one of the most popular selling toys, will soon be available in Happy Meals across the United States. Each Happy Meal Squishmallow variation comes with an exclusive music playlist to reflect their unique personality. The playlist is accessed by a QR code included with the Happy Meal and is not only a great fan experience, but also the next step in brand evolution. This isn't the first time McDonald's has featured plush toys in their Happy Meals. In 1997, they began to offer miniature versions of the Beanie Baby toy that not only boosted their sales to new heights, but also launched a collection craze for Beanie Babies that would last for decades. This could be the start of an explosive campaign for Squishmallows once the toys make their way into your local McDonald's restaurant.

Squishmallows have been around for six years, with popularity only trending upwards. With endless styles, sizes, whimsical characters, and licensed spinoffs, there's something for everyone to enjoy, and it's clear why they have shot to the top of the toy industry. What sets them apart from other plush brands is their lux feel and cluster fiber fill that keeps the toys from losing shape, while also staying extremely soft. The brand also grew into so much more once they introduced accessories like backpacks, clip-on characters, and especially collector's cards and tins.

Since the brand has won seven [Toy of the Year \(TOTY\) Awards](#), held nationwide Squish Tour featuring games and products, and created the Squishmallows Human Claw Machine at VidCon 2022, the brand's expansion and notoriety have grown more and more each day. Combined with their passionate fan base and the upcoming McDonald's Happy Meal deal, Squishmallows are only going to become more and more collectible and expand the already massive phenomenon.

[Sureshot](#) is one of the best ways to make sure you're able to get your hands on a wide selection of Squishmallows. Not only does Sureshot offer a variety of Squishmallow sizes, characters, and variations to choose from, but we also offer specific collector's products like trading cards and limited Squishmallow Collectors Tins. Plus, Sureshot has Squishmallows Hug Mees and Clip-On variations alongside the classic Squishmallow products. With how Squishmallows have been trending in popularity, adding them to your redemption center will get customers not only wanting to win them as prizes, but they'll also make lasting memories that'll keep everyone happy and coming back for more!