

Mr. Potato Head To Impersonate Elvis

Manufacturing.net

MEMPHIS, Tenn. (AP) -- The Elvis Presley estate has signed a deal for Hasbro Inc. and PPW Toys to release an Elvis version of Mr. Potato Head.

Kevin Kern, a spokesman for Presley's Graceland estate, told The Commercial Appeal the new toy is one of 15,000 Elvis-licensed products and is one the company is excited about.

The first of the Elvis potato heads will be released for Elvis Tribute Week in August. The toy will be in a jumpsuit. A second version -- with the likeness dressed in black leather -- will be on the market for Christmas.

PPW Toys spokesman Dean Gorby said the Elvis Mr. Potato Head will broaden the audience from young fans to adult toy collectors.

[SOURCE](#) [1]

Source URL (retrieved on 02/27/2015 - 8:23am):

http://www.chem.info/news/2010/06/mr-potato-head-impersonate-elvis?qt-most_popular=1

Links:

[1] <http://www.manufacturing.net/News-Mr-Potato-Head-To-Impersonate-Elvis-060910.aspx>