



WWE launches construction toys for its youngest fans

by [Wendy Goldman Getzler](#)



Toy manufacturer [The Bridge Direct](#), which makes goods for popular brands like Looney Tunes, Richard Scarry and The Annoying Orange, will develop and market a line of construction toys based on WWE events and characters.

The multi-year agreement signifies the wrestling entertainment franchise's first move into the construction toy category. The line will target kids ages four to 14 and includes figures, accessories and construction bricks.

The toys will hit major mass retailers next spring.

WWE programming is currently broadcast in more than 150 countries and reaches more than 650 million homes worldwide. Last August, the company furthered its kid-friendly ambitions by launching a weekly half-hour series, [WWE Saturday Morning Slam](#), which airs on Saban Brands' US-based Vortexx block on The CW.