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[www.inklingsbaby.com](http://www.inklingsbaby.com) #infantnovels

**FOR IMMEDIATE RELEASE**

**Inklings Baby Introduces Rainbow Wobby Character & Book Set for Pride 2022**

*New Jersey Entrepreneurs Bring to Market Forward-Thinking, Gender-Neutral Characters that Embrace Imagination, Creativity and Self Expression.*

May 1st, 2022 (Ironia, NJ) – [Inklings](http://www.inklingsbaby.com/) Baby, a New Jersey-based, majority-women & part-LGBTQ+ owned company focused on quirky, colorful soft toys and infant novels, announces the release of its next character in the series with the launch of *Billy & Wobby’s Rainbow Odyssey.*

Rainbow Wobby is the transformation of Wobby the Wild Eared Wala, from white to rainbow colored. Wobby and Billy go on a colorful exploration of self-discovery and find the importance of truly being yourself. The story shows how unconditional love and support play an important part in friendship and the lives of those around us.

“I think writing this story was important to show how you can be yourself and still be unconditionally loved.” Said Co-Founder and author Alexis Mason, “When I came out almost twenty years ago, it was terrifying. It all worked out well for me, but that’s not the case for everyone. I think if we include stories like this in our kid’s lives at a young age not only does it become easier for the kids who identify as LGBTQ+ it becomes common for the kids who don’t to not only accept but celebrate the LGBTQ+ community. When Aimee and I started Inklings, we wanted to design something cool and original that would make people look twice, but also more importantly something that mirrored our values.”

# Inklings Baby has partnered with the Real Mama Bears, a collective that supports, educates, and empowers parents of LGBTQ kids and the LGBTQ community. You can find the Real Mama Bears Logo on all Inklings Baby packaging. Recently the Real Mama Bears launched the Mama Bears Giving Circle with Legacy Collective, a community of monthly donors that awards grants to nonprofits working to make the world a safer and more inclusive place for LGBTQ+ people. <https://www.realmamabears.org>

*The Rainbow Wobby Soft Toy and Billy & Wobby’s Rainbow Odyssey is being launched for Pride 2022 starting June 1st and will continue to be a main character within the company’s growing lineup. Preorders are available now on the company’s website for $24.99,* [*www.inklingsbaby.com*](http://www.inklingsbaby.com)