



## **WILDBRAIN WHIPS UP GLOBAL APPETITE FOR STRAWBERRY SHORTCAKE WITH NEW CONTENT LAUNCHES, LICENSING PARTNERSHIPS AND BRAND ACTIVATIONS**

**First of four CG-animated seasonal specials—*Strawberry Shortcake and the Beast of Berry Bog*—premiering on Netflix October 2**

**Season 3 of *Strawberry Shortcake: Berry in the Big City* now streaming on YouTube**

**Exciting new apparel & makeup collections, food & beverage promotions, accessories & homewares, retail partnerships, mobile games and location-based entertainment rolling out into 2024**

**Visit global agency WildBrain CPLG at stand B171 at Brand Licensing Europe for Strawberry Shortcake partnership opportunities; and at China Licensing Expo in Shanghai (October 17-19)**

New York – September 19, 2023 – WildBrain, a global leader in kids’ and family entertainment, announces a fresh serving of sweet licensing deals, brand activations and content distribution deals for its beloved Strawberry Shortcake as the brand builds momentum towards the October 2 streaming premiere on Netflix of the much-anticipated new CG-animated special, *Strawberry Shortcake and the Beast of Berry Bog*. Produced by WildBrain Studios, the new spooky Halloween-themed special is the first of four seasonal specials coming to Netflix in 2023 and 2024. Sure to delight fans of WildBrain’s original animated series, *Strawberry Shortcake: Berry in the Big City*—[the third season of which is now streaming on YouTube](#)—the new special joins a wave of fresh brand activity and product launches set to roll out into 2024, further expanding the choices for fans both young and young at heart to enjoy the World of Strawberry Shortcake both on and off screen. Strawberry Shortcake also celebrates its 45<sup>th</sup> anniversary in 2024.

Elizabeth Litten Miller, Vice President, Franchise Strategy at WildBrain, said: “The World of Strawberry Shortcake continues to soar in popularity. Our innovative licensing program, extensive distribution partnerships and multiple brand activations are a testament to Strawberry’s enduring appeal as a much-loved brand. With the first of four new Strawberry Shortcake CG-animated seasonal specials premiering on Netflix on October 2, we’re excited that partners and fans are embracing Strawberry Shortcake to celebrate her message of diversity, creativity and friendship in so many imaginative and inspiring ways.”

In *Strawberry Shortcake and the Beast of Berry Bog*, the new CG special launching on Netflix October 2, it’s the Berry Scary Fright-Fall Carnival and someone—or *something*—is trying to ruin the fun for everyone! Strawberry Shortcake and her friends must sleuth out clues to discover the truth, so that “everyberry” can



enjoy the carnival without fear. Despite the scary situation, Strawberry faces her fears and stands up to the monster causing chaos in Big Apple City.

*Attendees at Brand Licensing Europe in London, October 4-6, are invited to visit global agency WildBrain CPLG at stand B171 to learn about licensing opportunities for The World of Strawberry Shortcake. WildBrain CPLG will also be attending China Licensing Expo in Shanghai (October 17-19).*

### **Berry sweet licensing deals and activations**

WildBrain CPLG has lined up an exciting roster of new licensees and activations for Strawberry Shortcake, including a deal with global retailer MINISO as part of a wider partnership which also includes WildBrain's Teletubbies and In the Night Garden. Additional new partners fresh to Strawberry include The Knot Churros, who held a delicious nine-week summer pop up at two London stores, featuring menu items flavored around the characters of *Berry in the Big City*.

Meanwhile, in the Middle East and North Africa (MENA), Spacetoons has developed a live show for *Berry in the Big City* that will also feature costume characters for meet and greets. The first performance took place at Qatar Toy Festival in July.

In the digital space, *Strawberry Shortcake: Berry in the Big City* will feature in a new mobile gaming app launching this September from TapTap Tales, which will immerse players in Big Apple City with a host of educational games featuring Berry and all her friends. Also in digital, Baretree Media have launched themed mobile sticker packs on both Android and iOS, with other digital goods coming soon globally.

In early fall 2023, Vampyre Cosmetics are launching a range of Strawberry Shortcake-inspired make-up palettes, lipstick, lip glosses, makeup bags, eyeliner, mascara and eyelashes. The products will be available in Canada, Denmark, Eire, France, Germany, Italy, Sweden, UK and US. Goose Creek Candles will also be expanding their scent collection for this winter and for Valentine's Day 2024, after their first Strawberry Shortcake range sold out within two weeks. Meanwhile, fashion label Cakeworthy is preparing to debut a Strawberry Shortcake capsule apparel collection plus accessories, stationery and homewares in the US, Canada and UK from March 2024.

Pop culture retailer FYE, For Your Entertainment, has signed a direct-to-retail deal to create sweet treats for Spring/Summer 2024 in a range that includes confectioneries, jewelry, home decor and gift items.

### **New distribution partners for Strawberry Shortcake series and specials**



WildBrain's original animated series, *Strawberry Shortcake: Berry in the Big City* (120 x 4'), is continuing to roll out to new territories with Amazon Kids+ acquiring seasons one and two for the US, while Stan in Australia and Spacetoon MENA have also taken the first two seasons. Edye in Latin America and Caribbean has picked up season one and TVNZ in New Zealand season two, while TV2 signed a deal for the first three seasons for Hungary, Romania and Slovakia. Also in the US, NCircle Entertainment has signed for home entertainment rights for seasons one-three.

In addition to dropping on Netflix this fall, the new special *Strawberry Shortcake and the Beast of Berry Bog* will have its linear broadcast premiere on WildBrain's Family Jr. channel in Canada on Friday, September 22nd at 7pm ET. Meanwhile, international broadcasters Gulli (France) and TV2 (Hungary, Romania, Slovakia) have snapped up all four specials, with NCircle Entertainment acquiring home entertainment rights for the specials in the US.

The classic Strawberry Shortcake content library also remains popular worldwide. Season one of the series *Berry Bitty Adventures* (65 x 22") has been picked up by Viaplay (Nordics), Edye (LatAm and Caribbean) and Semillitas (US and Central America). Further new deals include Amazon Kids+ (US) for seasons three and four, Stan (Australia) for season four and Jim Jam (MENA) for seasons one to three. Additionally, Amazon Kids+, Stan, Edye and Jim Jam have acquired the animated movie *Strawberry Shortcake: Sky's the Limit* (1 x 70'), with Stan also picking up *Strawberry Shortcake: The Sweet Dreams Movie* (1 x 83').

**For more information, please contact:**

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**About Strawberry Shortcake**

WildBrain's Strawberry Shortcake is one of the world's most-adored brands. Since her creation in 1973, with the release of a simple Valentine's Day greeting card, Strawberry Shortcake has grown and evolved with new content, toys and experiences for each new generation of kids. Parents who loved her when they were young, can now share a fresh new Strawberry Shortcake with their children through the all-new original WildBrain series *Berry in the Big City*, as well as through new toys, books, games, apparel, events – and of course, dolls, which still boast their iconic scent. Previous Strawberry Shortcake content in WildBrain's library, including the series *Strawberry Shortcake* and *Berry Bitty Adventures*, and the animated movies *Sky's the Limit* and *The Sweet Dreams Movie*, continues to delight young audiences on streaming and broadcast platforms worldwide. With an international presence that has generated over US 4\$ billion in retail sales since its first launch,



Strawberry Shortcake is a true character-brand phenomenon that is cherished by kids and families worldwide. Visit her at: [strawberryshortcake.com](http://strawberryshortcake.com)

### **About WildBrain**

At WildBrain we inspire imaginations to run wild, engaging kids and families everywhere with great content and beloved brands. With approximately 13,000 half-hours of filmed entertainment in our library—one of the world’s most extensive—we are home to such treasured franchises as Peanuts, Teletubbies, Strawberry Shortcake, Yo Gabba Gabba!, Caillou, Inspector Gadget and Degrassi. Our integrated, in-house capabilities spanning production, distribution and licensing set us apart as a unique independent player in the industry, managing IP across its entire lifecycle, from concept to content to consumer products.

At our state-of-the-art animation studio in Vancouver, we produce award-winning, fan-favourite series, such as *The Snoopy Show*; *Snoopy in Space*; *Sonic Prime*; *Chip and Potato*; *Strawberry Shortcake: Berry in the Big City*; *Carmen Sandiego*; *Go, Dog. Go!* and many more. Enjoyed in more than 150 countries and on over 500 streaming platforms and telecasters, our content is everywhere kids and families view entertainment. WildBrain Spark, our AVOD network, has garnered over 1 trillion minutes of watch time on YouTube, offering one of the largest selections of kids’ content on that platform. Our leading consumer-products and location-based entertainment agency, WildBrain CPLG, represents our owned and partner properties in every major territory worldwide. Our television group owns and operates some of Canada’s most-viewed family entertainment channels.

WildBrain is headquartered in Canada with offices worldwide and trades on the Toronto Stock Exchange (TSX: WILD). Visit us at [wildbrain.com](http://wildbrain.com).