



WILDBRAIN CPLG STIRS UP A CAULDRON OF NEW PARTNERSHIPS FOR MOOSE TOYS' MAGIC MIXIES MIXLINGS

First wave of cross-category deals secured in the US and Canada to expand hit sell-out toy property into new aisles

Visit WildBrain CPLG at Licensing Expo for Magic Mixies Mixlings licensing opportunities

New York – June 9, 2023 – WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, has secured its first wave of licensees in the US and Canada for Moose Toys’ mega hit and sell-out success, [Magic Mixies](#). These partnerships build on the global success of Moose Toys’ core toy program for the property, which spans the Magic Mixies Magic Cauldron and Magic Mixies Magical Crystal Ball, alongside a growing line of Magic Mixies Mixlings collectibles. With an expanded content offering now featured across YouTube and Netflix, the raft of new partnerships offer fans of the franchise new ways to enjoy this innovative and magical brand.

The first roster of cross-category licensees secured by WildBrain CPLG for Magic Mixies include Bentex for apparel; Centric for sleepwear, hosiery and beauty; Franco Manufacturing for homewares and bedding; HarperCollins for publishing; InnovativeDesigns for stationery, arts and crafts; and Mad Engine Canada for apparel and hosiery (Canada only).

Following the success of the Magic Mixies toy range, Moose Toys has also developed a comprehensive content program which WildBrain CPLG has enhanced with an extensive licensing portfolio. Deals secured include a publishing program with HarperCollins to expand the world of the Magic Mixies Mixlings into books, adding more content for fans to enjoy. Magic Mixies content is available on YouTube, with more than 12.7 million views generated for the two released seasons and a third season rolling out now. Two Magic Mixies specials recently launched on Netflix featuring content from seasons one and two, following Sienna, a young girl who unlocks a glittering pathway to Mixia, a mystical land filled with magic creatures, the Mixlings, and new adventures.

Jasen Wright, VP North America at WildBrain CPLG, said: “The Magic Mixies toy range has quickly captured the imaginations of kids and families around the world and become a true sales juggernaut, with Moose Toys building a fantastic content offering as part of its magical success. As Magic Mixies fandom continues to build, we’re thrilled to elevate the brand’s merchandise offering through these new licensing partnerships, which will see the celebrated property enter new aisles and bring many more fresh and creative ways for fans to engage with this enchanting property.”



Ronnie Frankowski, Chief Commercial Officer, Moose Toys, added: “All toys are truly magical in their ability to spark kids’ imaginations, and with Magic Mixies, we take it one step further by bringing real magic to wow and delight kids around the world. We can’t wait for the newest Magic Mixies BIG reveals which will give kids new ways to ‘mix’ Mixies into their day. In WildBrain CPLG we have a partner who delivers an impressive licensing line-up that ranges from fun to functional to fanciful for kids to expand their magical world of Magic Mixies.”

WildBrain CPLG is the licensing partner for Magic Mixies in the US and Canada. Visit WildBrain CPLG during International Licensing Expo at Stand F214 to find out more about opportunities for Magic Mixies Mixlings.

For more information, please contact:

Aimée Norman at The DDA Group

aimee.norman@ddapr.com

+44 (0) 7957 564 050

About WildBrain CPLG

WildBrain CPLG is a world-leading entertainment, sport and brand licensing agency, with offices in the UK, Europe, India, the Middle East, the US and Asia. With over 45 years of experience in the licensing industry, WildBrain CPLG provides its clients with dedicated licensing and marketing professionals and fully integrated product development, legal and accounting services. WildBrain CPLG believes that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach. The agency’s ASPIRE division is a leader in Corporate & Lifestyle brand representation and management. WildBrain CPLG is part of WildBrain Ltd., a global leader in kids’ and family entertainment. Please contact us or visit the WildBrain CPLG website for more information: www.cplg.com.

About Moose Toys

Moose Toys exists to make kids superhappy. For this revolutionary brand happiness lies at the heart of everything we do. With trailblazing toy design, development and manufacturing, no wonder our toys consistently scoop the most longed-for awards. Sprinkling some Moose magic across categories including action figures, collectibles, craft, dolls, games, plush, preschool, vehicles and youth electronics, we've earned our stripes as one of the most creative companies in the industry. As an energetic bunch, we're always on the move, developing groundbreaking content, entertainment and worldwide licensing deals to boot.

This family-run business is proudly built on unshakeable ethical foundations. Our passion for making kids superhappy stretches far beyond our WOW-worthy toys. The Moose Happy Kids Foundation creates moments



of happiness and laughter for the children around the world who need it most. We've had a BIG impact on little people, making 3.5 million kids smile so far... and counting.

Australia might be our Moose family home, but with a 600+ strong team dotted across the world, we're committed to sharing our signature superhappy revolution far and wide!