



WILDBRAIN CPLG UNCOVERS NEW LICENSING PARTNERSHIPS FOR HARPERCOLLINS PRODUCTIONS' *CARMEN SANDIEGO*

Expansion of consumer products programme for hit entertainment brand in North America

WildBrain CPLG, a trusted licensing partner for leading brands worldwide, is further building the consumer products program for Carmen Sandiego, HarperCollins Productions' hit entertainment brand, signing new licensees and extending the character into additional categories in North America.

A long-standing partner to WildBrain CPLG, The Loyal Subjects is developing a line of Carmen Sandiego fashion dolls and collectible figures to launch in 2025. A new tonies® figure and audio story are set to feature Carmen dashing across the globe on mysterious missions as the world's greatest thief, using her skills for good while teaching kids about geography, culture and history. The Carmen Sandiego Tonie is available on the tonies® website, Amazon and specialty stores across the United States and Canada.

In digital partnerships, Best Damn Race will release a Carmen Sandiego virtual race in Q4 2024 that will encourage runners to sign up and log their miles across the globe, while digitally native cosmetics company Hunnideux is designing a Carmen Sandiego eye shadow palette that will be on sale in late summer.

Jasen Wright, VP North America at WildBrain CPLG, said: "With her signature red trench coat and exciting global adventures, Carmen Sandiego remains an instantly recognizable character who proves to be very popular with licensees keen to build on the success of the Netflix series and licensing potential of this smart, standout show."

Caroline Fraser, Head of HarperCollins Productions, added: "We're thrilled to expand the reach of Carmen Sandiego even further through new products and experiences, giving parents who grew up with this beloved character and world new ways to share them with their kids."

WildBrain CPLG's L&M rights for Carmen Sandiego include the hit Emmy Award-winning animated action-adventure television series, which is produced for Netflix by HarperCollins Productions and WildBrain. WildBrain is also global distributor for the series. WildBrain CPLG will also represent L&M rights for the Carmen Sandiego live-action movie in development at Netflix, produced by Kevin Misher from Misher Films and Caroline Fraser from HarperCollins Productions.



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About WildBrain CPLG

WildBrain CPLG is a trusted licensing partner for leading brands worldwide, offering 50 years of expertise building consumer products and location-based entertainment programmes across the entertainment, sport, corporate and lifestyle sectors. With over 20 offices serving the UK, Europe, India, the Middle East, China, Asia Pacific and the US, WildBrain CPLG combines the strength of global reach with expertise in local markets to achieve the best results for partners. Our passionate teams consistently challenge themselves to explore new and innovative ideas and opportunities in partnerships, activations, creative and business processes to celebrate and build brands. At WildBrain CPLG, we believe that collaboration is about clarity, openness and trust, and we are widely known for our no-nonsense, straightforward approach. Our ASPIRE division offers expert 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 HarperCollins Productions

HarperCollins Productions is a production company with expertise across all media platforms. Operating within HarperCollins Publishers, the second-largest consumer book publisher in the world, HarperCollins Productions is uniquely positioned to identify book properties with media potential while building a pipeline of original IP developed in-house. It produces TV, film, and interactive media, from conception through launch, handling marketing, product licensing, and promotions for HarperCollins's major franchises, which include Carmen Sandiego®, Pretzel and the Puppies®, and The Oregon Trail®.