



## WILDBRAIN’S ICONIC FRANCHISES TELETUBBIES AND STRAWBERRY SHORTCAKE BUILD FANDOM WITH NEW ACTIVATIONS AND LICENSING PARTNERS

**“House of Teletubbies” World Tour continues to captivate cross-generational fans as the brand partners with artists, fashion houses and culture drivers around the world**

**New cross-category licensing partners for Strawberry Shortcake, marking her 45<sup>th</sup> anniversary milestone, include Bershka, Five Below, Celavi and more**

**Visit WildBrain CPLG at Brand Licensing Europe stand B171 for licensing and partnership opportunities**

Toronto, ON – September 19, 2024 – WildBrain, a global leader in kids’ and family entertainment, is continuing to bring fans more consumer products and experiences for its beloved franchises, Strawberry Shortcake and Teletubbies, with new partnerships and merchandise rolling out in global markets.



Elizabeth Litten Miller, Vice President, Franchise Strategy at WildBrain, said: “As we continue to drive fandom globally for Teletubbies and Strawberry Shortcake, we’re focused on connecting with today’s ‘modern family’, bringing our iconic franchises and their rich heritage to life in innovative and fresh ways. We’re seeing fans truly embrace our brands as pop culture icons like never before. As we look to 2025 and beyond, our goal is to continue building both of these already iconic franchises into global evergreen lifestyle brands.”

### **“House of Teletubbies” World Tour captivates fans**

Launched over the summer and with further activations and partnerships planned through fall and into 2025, the “House of Teletubbies” world tour celebrates the colorful quartet through iconic pop-ups and celebrations, along with art moments and stand-out fashion collaborations in Japan, Korea, China, the UK and US.

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In Japan, retailer Village Vanguard, with more than 300 stores in the region, has launched a nationwide Teletubbies pop-up tour entitled “Teletubbies Marche” across multiple shopping mall locations in Tokyo and Saitama. The pop-up, creatively inspired by an open-air market, features an extensive range of Teletubbies products including bags, hair bands, plush, keyrings and more from several Japanese licensees such as T’s Factory, Small Planet, SK JAPAN and Culture Entertainment.

In Korea, Teletubbies is partnering with Colley for the launch of another playful pop-up store and licensed collection set to launch at the end of September. The Teletubbies products will include food & beverage, toys & novelties, home, stationery, accessories and more.

In China, Teletubbies have partnered with NeoBio, a premium Family Entertainment Center (FEC) chain with 42 locations in top malls across the country. Launched in July, the Teletubbies pop-up activations featured fun character photo opportunities and interactions, themed food, beverage and merchandise.

The world tour also sees the Teletubbies enter their “Art Era” with multiple pop-up art moments in different locations around the world, including London, Los Angeles, Miami and Asia Pacific, featuring unique artists who envision the Teletubbies as their muses. A partnership with boutique hotels group citizenM, saw the London kick-off of the celebration of art in August. This will be followed by an art gallery exhibit in the heart of Soho during the week of Brand Licensing Europe featuring multiple artists including Austin Call, Benjamin Gore, Christian Cowan, ONCH and more, before the Teletubbies take their gallery exhibition on a global world tour.



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In October, Teletubbies will be appearing at both Comic Con and KidzCon in Los Angeles alongside the iconic Strawberry Shortcake, as well as partnering with global Pride and DragCon events celebrating the Teletubbies message of Belonging.

### Say “Eh-Oh” to new colourful licensing partnerships and collections

In new licensing deals, signed by WildBrain CPLG, a global agreement has been signed with Casetify for a line of Teletubbies phone cases, while existing licensee Koi footwear is expanding its line of shoes and accessories for kids, set to be available worldwide.

In the UK and Europe, Heathside Trading is launching a range of toys and collectables for Teletubbies and Strawberry Shortcake in 2025 available through selected retail partners, while Character Options is adding new Teletubbies lines for retailer Smyths. Carbotex and direct-to-retail fashion company LPP have come onboard in Central and Eastern Europe for Teletubbies apparel and accessories, alongside Spreadshirt in Germany, Austria and Switzerland and Hybris in the Nordics for both Teletubbies and Strawberry Shortcake apparel and accessories.

In the US market, The Loyal Subjects is set to launch a line of Teletubbies toys and collectables building on the success of its Strawberry Shortcake range available in over 3,900 Walmart stores, while Teddy Fresh recently launched its new collection of elevated Teletubbies apparel and accessories, which sold out within the first few weeks.

In APAC and China, Hong-Kong based brand CHOCOOLATE has launched a range of Teletubbies apparel and footwear, and leading Chinese toy company Alpha will launch Teletubbies badges in blind boxes this fall. Building on the success of its Teletubbies collectables, China’s POP MART will launch a much-anticipated new series of Teletubbies figurines at the end of September, while Mido House, known for its high-quality bedding, launched Teletubbies collections in June.

### Strawberry Shortcake serves up sweet new deals and expanded collections

As Strawberry Shortcake continues her incredible 45<sup>th</sup> anniversary year, the beloved franchise is unveiling more new partners and expanded collections. Bershka has released an exclusive classic Strawberry T-shirt available



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worldwide, while US discount retailer Five Below is launching a collection of toys, apparel and stationery. Brand Alliance is on board for apparel and accessories and Scent Bird is releasing a delicious Strawberry Shortcake perfume. PipSticks is set to launch a sticker and stationery box, while skincare brand Celavi is unveiling a new collection including face masks and lip oil previewed at Cosmoprof in Las Vegas in July.



Established partners are also expanding with new collections including BOY MEETS GIRL who has launched a 13-piece back-to-school collection that features a mash-up of both brands' logos within its signature unisex styles, including hoodies, crew sweatshirts, tees, totes and notebooks. For the first time, BOY MEETS GIRL and Strawberry Shortcake are introducing an adaptive upcycled denim jacket, reflecting a commitment to inclusivity and sustainable fashion. The jacket was developed by recently graduated students as part of a newly created collective, appropriately named the Boy Meets Girl x Strawberry Shortcake Chicago Collective.

In further extended collections, The Loyal Subjects has launched scented backpack clips, MINISO's Strawberry Shortcake product line is launching this September including bags, tableware, household storage and accessories, alongside exciting new collections from an array of partners including Skinnydip, Cakeworthy, Dolls Kill, Blank Tag Co and more.

To learn more about licensing opportunities for Teletubbies and Strawberry Shortcake please visit WildBrain's dedicated licensing agency, WildBrain CPLG, during BLE 2024 (Stand B171).

**For more information, please contact:**

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## About WildBrain

At WildBrain we inspire imaginations through the wonder of storytelling. As a leader in 360° franchise management, we are experts in content creation, audience engagement and global licensing, cultivating and growing love for our own and partner brands around the world. With approximately 14,000 half-hours of kids' and family content 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!, Inspector Gadget and Deglassi. WildBrain's mission is to create exceptional entertainment experiences that captivate and delight fans both young and young at heart.

Our studios produce such award-winning series as *The Snoopy Show*; *Snoopy in Space*; *Camp Snoopy*; *Strawberry Shortcake: Berry in the Big City*; *Sonic Prime*; *Chip and Potato*; *Teletubbies Let's Go!* and many more. Enjoyed in more than 150 countries on over 500 platforms, our content is everywhere kids and families view entertainment, including YouTube, where our network has garnered approximately 1.5 trillion minutes of watch time. Our television group owns and operates some of Canada's most loved family entertainment channels. WildBrain CPLG, our leading consumer-products and location-based entertainment agency, represents our owned and partner properties in every major territory worldwide.

WildBrain is headquartered in Canada with offices worldwide and trades on the Toronto Stock Exchange (TSX: WILD).

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