

DR. SEUSS ENTERPRISES AND WILDBRAIN CPLG CELEBRATE 'GRINCHMAS' WITH NEW COLLABORATIONS FOR HOW THE GRINCH STOLE CHRISTMAS!

Dr. Seuss and WildBrain CPLG partnership expands with new representation agreement in Asia-Pacific

London, UK – 10 December 2024 – Dr. Seuss Enterprises, in collaboration with WildBrain CPLG, is turning the holiday season green again with new multi-territory deals for Dr. Seuss's iconic property *How the Grinch Stole Christmas!* Dr. Seuss Enterprises is also expanding its partnership with WildBrain CPLG to represent its beloved brands in Asia-Pacific (APAC), including *How the Grinch Stole Christmas!*, *The Cat in the Hat* and *Oh, The Places You'll Go!*, building on WildBrain CPLG's existing representation of Dr. Seuss properties in UK and Europe.



Pau Pascual, SVP Commercial, Europe, the UK and Americas, WildBrain CPLG, said: "Green is the colour of this holiday season, as the iconic Grinch continues to steal the show across the UK, Europe and beyond. We're seeing more licensees come onboard every year as well as key retail partners such as Primark launching even bigger cross-category collections. As we continue to grow the presence of all the beloved Dr. Seuss properties, we're excited to expand our long-standing relationship to start bringing new consumer products to fans in Asia-Pacific."

Love for the Grinch grows in UK, Europe and beyond

Set to be the biggest 'Grinchmas' yet, a global collaboration with lifestyle and fashion brand Kith sees the Grinch take centre stage in its annual 'Kithmas' campaign. With a standout collection of apparel and accessories launched worldwide, this playful partnership brings 'Kithmas' and 'Grinchmas' together in a unique way for fans. The Grinch is also stealing the Christmas limelight at McDonalds in the UK, Italy and

Canada this holiday season with the iconic character featuring in Happy Meals with a bespoke Grinch™ toy or the special edition “Twelve Days of Grinchmas” book.

In the UK, ‘Grinchmas’ 2024 marks Primark’s biggest cross-category launch to date with seasonal items across nightwear, daywear, home, gifting, decorations, health & beauty, pet, food gifting and footwear, as well as in-store café takeovers. Retailer Matalan has significantly expanded its Grinch range featuring kids’ and adults’ daywear and nightwear, gifting and footwear, and the Grinch is the only licensed character to star in its high-profile Christmas advertising campaign. UK grocers are also celebrating with the Grinch this Christmas, as Tesco, ASDA, Morrisons and Sainsbury’s launch multiple cross-category lines including apparel, home, babywear, greetings cards and toys. Home Bargains has also gone ‘green’ this season with an extensive range across home, apparel, decorations, pet, gifting and more.



Across Europe, Grinch-inspired apparel and accessories have launched at retail with brand new partners including Undiz, Women’s Secret, Pull & Bear, Tezenis and Intimissimi Uomo, while long-standing partnerships, such as with German retailer Thalia, Inditex’s brand Lefties and LPP’s Sinsay continue to build with impressive campaigns.



In a further expansion of its partnership with Dr. Seuss Enterprises, WildBrain CPLG is adding *The Cat in the Hat*, *How the Grinch Stole Christmas!*, *Oh, the Places You’ll Go!*, *The Lorax* and more to its representation slate for APAC territories including Indonesia, Japan, Philippines, Vietnam, Thailand, South Korea, Malaysia, Laos, Cambodia and Singapore.

The Cat in The Hat builds momentum towards new feature film

The licensing programme for *The Cat in the Hat* continues to build momentum ahead of the hotly anticipated new animated feature film coming in Q1 2026, starring Bill Hader, Quinta Brunson and Bowen Yang, which is the first of three Dr. Seuss releases with Warner Bros. Animation. An extensive line-up of new products across



home, apparel & accessories, stationery, and collectibles will launch in 2025, with PMS International most recently coming onboard for decorations for The Cat in the Hat as well as The Grinch.

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About Dr. Seuss Enterprises, L.P.

Dr. Seuss Enterprises is a leading global children’s entertainment company focused on promoting literacy, education, self-confidence and the wonderful possibilities of a child’s imagination through the works of Dr. Seuss. The company was established in 1993 and is based in San Diego, CA. Global endeavors include publishing, film, TV, stage productions, exhibitions, digital media, licensed merchandise, and other strategic partnerships. For more information about Dr. Seuss Enterprises, visit Seussville.com, or follow on [Instagram](#).

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.