

WILDBRAIN CPLG EXPANDS LICENSING PROGRAMME FOR DR. SEUSS' THE CAT IN THE HAT

**New partners on board across UK and EMEA as momentum builds for release of
The Cat in the Hat feature film**

London, UK – 17 July 2024 – WildBrain CPLG, a trusted licensing partner for leading brands worldwide, is expanding the licensing programme for Dr. Seuss' iconic *The Cat in the Hat* with an exciting slate of new cross-category partners as anticipation builds for release of *The Cat in the Hat* animated feature film in March 2026.

The feature, from Warner Bros. Pictures Animation and Dr. Seuss Enterprises, will mark The Cat's animated big-screen debut, with Bill Hader (*IF*, *Inside Out*) in the title role headlining an all-star voice cast. The animated version promises a fresh take on the whimsical story following the adventures of The Cat in the Hat as he brings joy to a pair of siblings grappling with change.



Leading the new consumer products lines for *The Cat in the Hat* is a unique adidas collaboration launching in the US at Foot Locker and Champs on 17th July with an exclusive shoe for adults inspired by the renowned property. This latest collection is adidas' third collaboration with the iconic Dr. Seuss titles, expanding on the partnership following two successful collections for shoes and apparel featuring *The Grinch*.

Further licensees set to unveil *The Cat in the Hat* products later in 2024 and into 2025 include Commonwealth Mint for a range of collectible coins which will be available across UK, EMEA, US, Canada, Australia and New Zealand, and Winning Moves for games across EMEA, Australia and New Zealand. In the UK, new partners



include Pyramid International for gifting and stationery items, Danilo for greeting cards, Brand International for footwear and RMS for games.

Extensive marketing and PR activities also continue to drive strong consumer engagement for The Cat in the Hat, including a summer school activation in the UK in August which will bring the eponymous character's friendly, fearless and fun-loving ethos "It's fun to have fun but you have to know how!" direct to families.

John Taylor, VP Northern Europe, WildBrain CPLG said: "Everyone loves The Cat in the Hat and with the upcoming film, traction for the brand continues to build at retail. The adidas collaboration really shows the creative opportunity for products based on this playful property with such a rich heritage. We're seeing consistent demand for iconic franchises with proven appeal, and Dr Seuss' IP continues to drive multi-generational licensing partnerships."

WildBrain CPLG also represents Dr. Seuss's beloved properties which include The Grinch, The Lorax, Oh the Places You'll Go, Green Eggs and Ham and One Fish, Two Fish across the UK and EMEA.

For more information, please contact:

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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 Dr. Seuss

Founded in 1993, Dr. Seuss Enterprises is a leading global children's entertainment and licensing company focused on promoting literacy, education, self-confidence and the wonderful possibilities of a child's imagination through the beloved works of Dr. Seuss. All Dr. Seuss Enterprises' profits benefit charitable



organizations that focus on causes such as education, health, animal conservation, and the arts. For more information visit DrSeussEnterprises.com or follow us on Instagram.