



IT'S BEGINNING TO LOOK A LOT LIKE 'GRINCH-MAS' AT UK RETAIL AS WILDBRAIN CPLG GROW GRINCH LICENSING PROGRAMME

London, 26th November 2019: 'Grinch-mas' has arrived at retailers across the UK with stores launching a variety of products, from iconic Christmas jumpers to face masks, based on the classic Dr. Seuss title, *How the Grinch Stole Christmas!*

WildBrain CPLG, on behalf of Dr. Seuss Enterprises, L.P., a leading entertainment children's company, have been working closely with UK licensees and retailers over the past 12 months to grow the Grinch product range for Christmas 2019. A host of new licensees in new product areas are on board, including CWI for babywear, Kokomo for health & beauty, Widdop & Co for Christmas decorations, That Company Called If for reading accessories, Portico for calendars, Ecell for an extensive range of phone accessories, and Enesco for gifting.

At retail, Primark continue to support the brand across men's, ladies and kids apparel, sleepwear, gifting and accessories, in addition to health and beauty, which is a new category at Primark for the Grinch this Christmas. The range is being supported with in-store point of sale.

Elsewhere Asda have launched Grinch products for the whole family, from baby through to adults, including an exclusive Christmas duvet design. New Look have expanded on their 2018 range to include daywear, nightwear and underwear for men's, ladies and girls, and Very.co.uk have supported the brand with matching 'Mama Grinch', 'Papa Grinch' and 'Mini Grinch' pyjama sets for the whole family to enjoy. The Grinch is also being supported by River Island, Next, Morrisons and Tesco.

John Taylor, Managing Director UK & France at WildBrain CPLG, said: "The Grinch is such an iconic character loved by all ages, that the brand has firmly established itself as a Christmas staple. It's hugely exciting to see The Grinch's UK retail footprint continue to grow with new licensees and products year-on-year."

"Dr. Seuss has added a host of terrific licensees into the family over the past year and is very happy to respond to our fans' growing demand for the Grinch by bringing such a broad assortment of product to retail," said Susan Brandt, President of Dr. Seuss Enterprises, L.P. "We will continue to look to these important retailers to help bring more of Dr. Seuss's beloved characters to the UK and Europe throughout the year."

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About Dr. Seuss Enterprises, L.P.

Dr. Seuss Enterprises is a leading global children's entertainment company focused on preserving and enhancing the quality and dignity of Dr. Seuss' body of work thereby ensuring that each generation will experience the stories, characters, life lessons and genius of Dr. Seuss. The company was established in 1993 and is based in San Diego, CA. Dr. Seuss Enterprises' global endeavors complement Dr. Seuss's iconic books and include films, TV shows, stage productions, exhibitions, digital media, licensed merchandise, and other strategic partnerships. Ted Geisel once said he never wanted to license his characters to anyone who would "round out the edges" – a guiding principle at Dr. Seuss Enterprises. For more information about Dr. Seuss and his works, follow us on [Instagram](#) and [Facebook](#).

About WildBrain CPLG

WildBrain CPLG is one of the world's leading entertainment, sport and brand licensing agencies, with offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Greece & Turkey, Russia, the Middle East, and the US. With more than 40 years of experience in the licensing industry, WildBrain CPLG provides each of its clients with dedicated licensing and marketing industry professionals and a fully integrated product development, legal and accounting service. WildBrain CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach – Expert Common Sense. Please contact us or visit the WildBrain CPLG website for more information: www.cplg.com.

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