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PAW Patrol and the Polish Red Cross are “on the case” to teach pre-schoolers important safety lessons

Warsaw, Poland – 10th April 2019: CPLG, in cooperation with Viacom Nickelodeon Consumer Products and the Nick Jr channel in Poland, have joined forces with the Polish Red Cross to develop a nationwide *PAW Patrol*-themed safety campaign in Poland, entitled *Safe Patrol!* and designed to deliver important safety lessons to pre-school children and their families.

The Polish Red Cross is the largest and the oldest humanitarian organization in Poland, and like the helpful pups in the popular *PAW Patrol* television series, helping people in crisis and communicating the importance of keeping safe is at the heart of their work.

“Polish Red Cross has been educating children in kindergartens for years and one of our initiatives are Squirrel Clubs. Our experience shows that preschool education is the best time to build proper patterns of behaviour,” said Małgorzata Szukała, Head of Communication and Fundraising Division, Polish Red Cross Headquarters. “In addition, if we can do it with the favourite heroes of cartoons, the effectiveness is much greater. That is why we are very happy that our programs have been joined by Paw Patrol which shows children how to stay safe in different situations.”

PAW Patrol is highly recognized and loved by Polish pre-schoolers. With key themes of search and rescue at its core, the show is perfectly positioned to collaborate with the Polish Red Cross to teach kids important safety lessons in a fun and engaging way.

The Polish Red Cross created six key life lessons targeting kids aged 3 – 4 years and 5 – 6 years, focusing on the themes of Safety Knowledge, Safety in the Winter, Safety on the Road, Safety during Sports Activities, Ecology and Recycling, and Safety on Holiday.

CPLG and Viacom, together with the Polish Red Cross, have created dedicated *PAW Patrol* lesson plans to communicate these key safety messages to young children. Teachers have been provided with lesson guides based on real-life scenarios, featuring the *PAW Patrol* characters in situations that children can relate to. The teaching materials include branded activity books and giveaways to extend learning to the home.

Małgorzata Kawka, Account Manager at CPLG Poland, commented: “The Red Cross do fantastic work with communities throughout Poland. It’s been an honour to be able to collaborate with them on Paw Patrol and be part of young children’s education about safety importance with the help of characters that they know and love”

Jeannine Lafèbre, Sr. Director Licensing from Viacom Nickelodeon Consumer Products, adds: “I am extremely proud of this unique collaboration. It is fantastic that we can help Red Cross to make young kids aware of the principles of safety in a playful and responsible way with *PAW Patrol*. CPLG has done a great job bringing Red Cross, the channel and a variety of



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licensees together for this programme and lifting the 'Stay Safe with PAW Patrol' theme to the next level."

The *Safe Patrol!* campaign runs through to the end of the summer term. The campaign's goal is to reach over 50,000 pre-schoolers across 500 kindergartens in Poland. *Safe Patrol!* is being supported with a dedicated webpage on Nick.com.pl providing information about the programme, downloadable assets for kids, and teacher guides, as well as a media campaign to include TV commercials and social media. Kindergartens also have the chance to enter in a competition for the chance to win a school visit from the PAW Patrol Pups, and ten big sets of *PAW Patrol* products.

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About The Polish Red Cross

The Polish Red Cross is an organization with a 100-year history, associated in the largest worldwide humanitarian movement - International Red Cross and Red Crescent Movement. We follow seven principles: humanity, impartiality, neutrality, independence, voluntary service, unity, and universality. Our mission is to prevent human suffering and alleviate their effects and to protect human dignity, regardless of origin, race, sex, political beliefs or religion. Every day, we do lots of activities, including: dissemination of international humanitarian law, tracing and restoring family links, search and rescue, road safety, first aid education, blood donorship, social care, promotion of voluntary service and healthy lifestyle.

For more information, visit www.pck.pl

About CPLG

CPLG (www.cplg.com) is one of the leading third-party licensing agencies, managing consumer products programmes for some of the world's best loved properties across lifestyle brands, entertainment and classics. CPLG has offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Middle East, Greece & Turkey, the US and in Russia through its joint venture, CPLG Pullman. The company also has a strategic alliance with the Tycoon Group, the largest licensing network in Latin America. Owned by DHX Media (www.dhxmedia.com) a leader in the creation, production and licensing of family entertainment rights, CPLG has more than 40 years of experience in the licensing industry. It provides each of its clients with dedicated licensing and marketing industry professionals and a fully-integrated product development, legal and accounting service. CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach - Expert Common Sense.

About DHX Media



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DHX Media Ltd. (TSX: DHX, NASDAQ: DHXM) is a global children's content and brands company, recognized for such high-profile properties as *Peanuts*, *Teletubbies*, *Strawberry Shortcake*, *Caillou*, *Inspector Gadget*, and the acclaimed *Degrassi* franchise. One of the world's foremost producers of children's shows, DHX Media owns the world's largest independent library of children's content, at 13,000 half-hours. It licenses its content to broadcasters and streaming services worldwide and generates royalties through its global consumer products program. Through its subsidiary, WildBrain, DHX Media operates one of the largest networks of children's channels on YouTube. Headquartered in Canada, DHX Media has offices worldwide. Visit us at www.dhxmedia.com.