



**WILDBRAIN ANNOUNCES NEW ANIMATED SERIES *TELETUBBIES, LET'S GO!*
PLUS NEW CONTENT AND CONSUMER PRODUCTS FOR STRAWBERRY SHORTCAKE,
CHIP AND POTATO, AND IN THE NIGHT GARDEN**

***Teletubbies, Let's Go!* set for October debut on YouTube; ellese and GoGuy Teletubbies apparel to grace the Brand Licensing Europe catwalk**

***Strawberry Shortcake: Berry in the Big City* season three greenlit as more distribution and consumer products partners announced**

***Chip and Potato* launching more new episodes as plush toys set to debut this fall**

***In the Night Garden: Zinkyzzonk Specials* mark the brand's first new content in 13 years; new toys rolling out and UK live tour renewed**

Toronto, ON – September 15, 2022 – WildBrain, a global leader in kids' and family entertainment, will be presenting its beloved brands—Teletubbies, Strawberry Shortcake, Chip and Potato, and In the Night Garden—at Brand Licensing Europe (BLE) in London from September 20-22, as the properties continue to expand around the world with all-new original content, distribution deals and consumer products partnerships. Visit WildBrain's dedicated licensing agency, WildBrain CPLG, during BLE at Stand B161.

Jim Fielding, WildBrain's newly appointed Chief Marketing and Brands Officer, said: "I'm delighted to join WildBrain during this time of remarkable growth for our treasured franchises, both on and off the screen. We're continuing to find innovative ways under our 360-degree strategy to connect with our audiences across multi-platform content and consumer products. Teletubbies, Strawberry Shortcake, Chip and Potato, and In the Night Garden have captured the hearts of audiences around the globe, and we look forward to sharing our new content and consumer products with fans new and old."

"Eh Oh!" it's *Teletubbies, Let's Go!*, the colourful quartet's brand-new animated series!

Teletubbies, Let's Go! (52x5') is a brand-new CG-animated preschool series produced by WildBrain Spark's digital studio. Set to launch on the [official Teletubbies YouTube channel](#) at the end of October, with new episodes appearing weekly, the series delivers all-new stories for today's generation of kids, featuring iconic characters Tinky Winky, Dipsy, Laa-Laa, and Po, alongside other cherished friends from the Teletubbies

Toronto
25 York St.
Suite 1201
Toronto, ON M5J 2V5
Canada
t +1 416 363 8034

Halifax
5657 Spring Garden Road
Suite 505
Halifax, NS B3J 3R4
Canada
t +1 902 423 0260

Vancouver
380 West 5th Avenue
Vancouver, BC V5Y 1J5
Canada
t +1 604 684 2363

New York
352 Park Avenue So. FL 8
New York, NY 10010
USA
t +1 212 293 8555

London
183 Eversholt Street
London, NW1 1BU
United Kingdom
t +44 (0)20 7631 3931



universe, including the Tiddlytubbies, Noo Noo, and Tiddly Noo. Fans will meet multiple new sun babies, reflecting the diversity of the Teletubbies’ audience, and brand-new music will be featured in every episode.

The announcement of *Teletubbies, Let’s Go!* follows Netflix’s recent news that they will be launching a refreshed, live-action series of WildBrain’s *Teletubbies* (26x12’) on November 14, narrated by Emmy-nominee Tituss Burgess (*Unbreakable Kimmy Schmidt*) and featuring new sun babies and new “Tummy Tales” songs hosted by Julia Pulo (*Operation Christmas List*).

In consumer products, the previously announced Teletubbies x ellese x GoGuy fashion collaboration will be showcased at BLE as part of the event’s first-ever catwalk, on Wednesday, September 21. The gender-fluid apparel collection, which is now available on [GoGuy’s online store](#) continues the extension of Teletubbies for adult audiences who love the brand. Look for some very special guests to join the models on the BLE catwalk!

Kids love Strawberry Shortcake around the world!

As WildBrain’s relaunched Strawberry Shortcake brand continues to delight kids around the world, a third season of *Strawberry Shortcake: Berry in the Big City* (40x4’) has been greenlit for launch in summer 2023, joining seasons one and two now available on WildBrain Spark’s [official Strawberry Shortcake YouTube channel](#). Targeted at kids aged 4-7, *Strawberry Shortcake: Berry in the Big City* is produced by WildBrain’s Vancouver studio with renowned showrunner Michael Vogel (*My Little Pony: Friendship is Magic*). The show celebrates stories of diversity, creativity and friendship as Strawberry Shortcake heads to Big Apple City to find her big break and “bake the world a better place.”

Season one of *Strawberry Shortcake: Berry in the Big City* launched earlier this year on Netflix, with season two coming September 21. Netflix will also be the worldwide home of four new CG-animated Strawberry Shortcake seasonal specials (4x44’) coming in 2023.

WildBrain has also added multiple new linear and streaming partners for seasons one and two. New partners for season one include Rik (Slovak Republic, Czech Republic), and Club Illico (Canada). New partners picking up both seasons one and two include WildBrain’s French channel *Télémagino* (Canada), Kids Central (US), and Sandbox Kids (UK, Ireland, US, Canada, France and Ukraine).

Season two of *Strawberry Shortcake: Berry in the Big City* launches on WildBrain’s own Family Jr. channel in Canada, with a three-episode premiere on October 11 as part of ‘Day of the Girl’. New episodes will continue to rollout Sundays at 7:45am ET beginning October 16. WildBrain Television will also be the Canadian

Toronto
25 York St.
Suite 1201
Toronto, ON M5J 2V5
Canada
t +1 416 363 8034

Halifax
5657 Spring Garden Road
Suite 505
Halifax, NS B3J 3R4
Canada
t +1 902 423 0260

Vancouver
380 West 5th Avenue
Vancouver, BC V5Y 1J5
Canada
t +1 604 684 2363

New York
352 Park Avenue So. FL 8
New York, NY 10010
USA
t +1 212 293 8555

London
183 Eversholt Street
London, NW1 1BU
United Kingdom
t +44 (0)20 7631 3931



broadcast home for the four Strawberry Shortcake seasonal specials, produced by WildBrain’s Vancouver animation studio.

In consumer products for Strawberry Shortcake, WildBrain’s dedicated licensing agency, WildBrain CPLG, has inked a wave of new partnerships for both the new and classic brand, with merchandise launching in 2023. For classic Strawberry Shortcake, deals have been secured with Loungefly and Funko for bags, accessories and the iconic Funko Pop! vinyl figure. For *Strawberry Shortcake: Berry in the Big City*, The Canadian Group has been signed for puzzles and games, and Starbound Entertainment for parade balloons, while Anthem Publishing will feature both the new and classic brand in Colouring Heaven Collection and Junior magazines. Inkology is creating stationery across both iterations of the brand. Meanwhile, Penguin Random House publishing are rolling out their first titles for the new series this fall.

In promotional partnerships across the US, Sunkist Growers has renewed its in-store “fruitastic” promotional campaign for Spring 2023, while Challenge Butter has launched their own *Strawberry Shortcake: Berry in the Big City* retail promotion this month, and a special limited-edition “Strawberry Shortcake Sno®” flavour is now available at Bahama Buck’s® throughout September.

More *Chip and Potato* launching, plus new plush toys

More new content is also coming from WildBrain’s preschool hit, *Chip and Potato*, as season four of the Netflix Original Kids Series is set to drop on the platform October 3. Chip’s ongoing kindergarten adventures have her trying new things, making new friends and even traveling to new places—all with help from her secret mouse pal, Potato.

Also in October, JAKKS Pacific will debut its Chip and Potato master toy range in the US. The new plush toys will be available online from Walmart, Amazon and JAKKS Pacific. Meanwhile, Baby Boom, a division of The Betesh Group, is newly signed for Chip and Potato bedding and homewares, with its range launching in the US and Canada from Spring 2023.

What in the world is a Zinkyzzonk?

The classic preschool series *In the Night Garden* centers on an enchanted picture-book place populated by toys and fantastical characters and existing between waking and sleeping in a child’s imagination. The new *In the Night Garden: Zinkyzzonk Specials* introduces a loveable new character to the brand: the Zonk. When the toys of the Night Garden have trouble falling asleep, it’s up to the magical Zonk to lead them to the

Toronto
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Suite 1201
Toronto, ON M5J 2V5
Canada
t +1 416 363 8034

Halifax
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Suite 505
Halifax, NS B3J 3R4
Canada
t +1 902 423 0260

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Canada
t +1 604 684 2363

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ZonkyZoney, an enchanted grove where they can relax in peace and drift off for a pleasant zinkyzzonk! The Zonk makes sure everything is just right for each toy to fall asleep. Filled with calming sights and gentle sounds and music, the CG-animated *In the Night Garden: Zinkyzzonk Specials* join the classic series in providing a cherished part of bedtime routines as little ones journey towards sleep just like the toys onscreen.

CG animated by WildBrain's Vancouver studio, the *In the Night Garden: Zinkyzzonk Specials* (6x15') are the first new content in 13 years for the award-winning series. WildBrain has secured an initial deal for the specials with Hop! Channel in Israel, with more to come.

For In the Night Garden consumer products, long-term master toy partner Golden Bear has launched a new Igglepiggie Blankie Bundle and continues to support the iconic Musical Activity Ninky Nonk Bubble Train with an exciting new TV commercial, VOD and YouTube advertising. Existing licensee Tomy has launched an In the Night Garden-themed aquadoodle. The kids' brand is also extending onto online gifting store My First Years, with personalized In the Night Garden items available from Golden Bear, 8th Wonder, and Penguin. Additionally, the enduringly popular [In the Night Garden live tour](#), produced by Minor Entertainment, continues in the UK this September and October and has been renewed for 2023.

Visit WildBrain CPLG at BLE Stand B161

To learn more about licensing opportunities for Teletubbies, Strawberry Shortcake, Chip and Potato, and In the Night Garden, please visit WildBrain's dedicated licensing agency, WildBrain CPLG, during Brand Licensing Europe 2022 (Stand B161).

For more information, please contact:

Aimée Norman at The DDA Group

aimee.norman@ddapr.com

+44 (0) 7957 564 050

About WildBrain

At WildBrain we inspire imaginations to run wild, engaging kids and families everywhere with great content across all media. With approximately 13,000 half-hours of filmed entertainment in our library – one of the world's most extensive – we are home to such brands as Peanuts, Teletubbies, Strawberry Shortcake, Yo Gabba Gabba!, Caillou, Inspector Gadget, Johnny Test and Deglassi. At our 75,000-square-foot state-of-the-

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Canada
t +1 902 423 0260

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Vancouver, BC V5Y 1J5
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t +1 604 684 2363

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art animation studio in Vancouver, BC, we produce such fan-favourite series as *The Snoopy Show*, *Snoopy in Space*, *Chip and Potato*, *Carmen Sandiego*, *Go, Dog. Go!* and more. Our shows are enjoyed worldwide in more than 150 countries on over 500 streaming platforms and telecasters, and our AVOD business – WildBrain Spark – offers one of the largest networks of kids’ channels on YouTube, garnering billions of views per month from over 245 million subscribers. Through our leading agency, WildBrain CPLG, we also license consumer products and location-based entertainment in every major territory for our own properties as well as for our clients and content partners. Our television group owns and operates four family entertainment channels that are among the most viewed in Canada. WildBrain is headquartered in Canada with offices worldwide and trades on the Toronto Stock Exchange (TSX: WILD). Visit us at WildBrain.com.

Toronto

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