



## **WILDBRAIN CPLG LAUNCHES LIFESTYLE DIVISION HEADED BY NEWLY PROMOTED VICTORIA WHELLANS**

London UK – 10 February 2020 – WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, is launching WildBrain CPLG Lifestyle, a newly formalised division dedicated to overseeing and driving revenue for its lifestyle and corporate properties. WildBrain CPLG Lifestyle will be headed up out of London by Victoria Whellans, who has been promoted to Group Brands Director with immediate effect, and will be responsible for developing strategies for new and existing partners, directing consumer products roll-outs and securing pan-regional partnerships in key lifestyle categories.

Whellans will work with a dedicated sales executive and WildBrain CPLG’s 14 regional offices to oversee the company’s growing lifestyle portfolio which currently includes: Absolut Vodka; BBC Earth; IRONMAN; Osprey London; Parental Advisory; Perfetti Van Melle’s confectionery brands Chupa Chups, Mentos and Smint; and Yale University. Previously Senior Business Development Manager, Brands, Whellans has been with WildBrain CPLG for three years and reports to WildBrain CPLG’s, EVP and Managing Director, Maarten Weck.

Maarten Weck said: “The launch of WildBrain CPLG Lifestyle demonstrates our commitment to supporting our corporate and lifestyle brands, which are often new to licensing and require high-level, strategic roll-out plans. With Victoria’s impressive industry knowledge and tenacious approach, she is the ideal candidate to head up this new initiative and maximise the consumer products potential of these brands across Europe.”

Victoria Whellans added: “We have a fantastic portfolio of lifestyle and corporate brands so it’s hugely exciting to have the opportunity to head up the newly created WildBrain CPLG Lifestyle division which will be fully dedicated to these properties. I look forward to working closely with licensors and our regional teams to develop and implement impactful strategies for each brand, which will deliver long-term growth and open up new sources of revenue.”

### **For more information, please contact:**

Aimée Norman at DDA Blueprint PR

[aimee@ddablueprint.com](mailto:aimee@ddablueprint.com)

+44 (0) 20 7932 9800

### **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,

WildBrain CPLG  
1 Queen Caroline Street, 2<sup>nd</sup> Floor | London, W6 9YD | United Kingdom  
T +44 (0) 20-8563-6400

*WildBrain CPLG is a wholly owned subsidiary of WildBrain Ltd. (TSX: WILD).*



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](http://www.cplg.com).

WildBrain CPLG  
1 Queen Caroline Street, 2<sup>nd</sup> Floor | London, W6 9YD | United Kingdom  
T +44 (0) 20-8563-6400

*WildBrain CPLG is a wholly owned subsidiary of WildBrain Ltd. (TSX: WILD).*