

## WILDBRAIN SERVES UP MORE STRAWBERRY SHORTCAKE DEALS

New York, NY – November 23, 2021 – WildBrain, a global leader in kids’ and family entertainment, has signed a further wave of licensees for both the new and classic Strawberry Shortcake brand, brokered by its consumer products licensing agency, WildBrain CPLG. Additionally, the new Strawberry Shortcake series, *Berry in the Big City* (80 x 4’), plus four brand-new CG-animated seasonal specials (4 x 44’), produced by WildBrain’s Vancouver animation studio, will be available on Netflix worldwide, with the series launching Spring 2022 and specials to follow in 2023. Other streaming and linear television partners across the globe are expected to be announced in the coming months.



Michael Riley, Chief Brands Officer at WildBrain, said: “Strawberry Shortcake’s evergreen status as a cherished brand continues to attract major partners across the entertainment and licensing industry. -We look forward to building on these strong foundations as we continue to rollout the new Strawberry Shortcake for fans to enjoy on and off screen.”

With the new 44-minute CG-animated specials, kids and families can gather around to enjoy exciting seasonal stories about Strawberry Shortcake and her pals. From discovering hidden treasure on summer vacation, to encountering mysterious monsters at the fall carnival, to saving the Winterswirl holiday, to tangling with out-of-control spring flowers, Strawberry Shortcake is ready to “bake the world a better place” all year round!



The specials are part of the global rollout of WildBrain's new Strawberry Shortcake brand across animated content, gaming, music, toys, food, apparel, events and other licensing partnerships. *Berry in the Big City* made its digital-first debut this September on WildBrain's premium kids' and family AVOD network, WildBrain Spark. A new Roblox game, *Bake with Strawberry Shortcake*, is also launching this fall.

### **More licensing partners for new and classic Strawberry Shortcake**

Jasen Wright, VP of North America at WildBrain CPLG, added: "Strawberry Shortcake has always had enduring popularity, and the relaunch has seen excitement around this property really ramp up. We've seen strong interest from licensees in WildBrain's new version of the brand, and that halo is fueling a simultaneous renaissance around the classic brand from the 1980s, all of which is testament to the strength of Strawberry Shortcake's appeal across generations."

Newly signed promotional partners for WildBrain's new Strawberry Shortcake include I'm the Chef Too! (culinary educational) and Bahama Buck's (ice cream). These add to the list of previously announced licensees, including Moose Toys (Master Toy) and Penguin Random House (publishing), plus promotional partners Naturipe (strawberries and blueberries), Sunkist Growers (oranges, lemons and limes), Envy Apples (apples), Zolli Candy (dentist-approved lollipops), Dippin' Dots (ice cream), Snip-Its (kids' hair salons) and Challenge Butter (butter).

Classic Strawberry Shortcake is also enjoying a surge in interest from licensees with multiple new deals signed, highlighting the evergreen appeal of the brand amongst girls and their mothers. The vintage brand is partnering with boutique specialty retailers in North America and Canada in unique capsule collections, as well as ranges that feature classic artwork from the original brand. Dolls Kill and Unique Vintage are planning Strawberry Shortcake apparel with the Dolls Kill capsule collection including apparel, outerwear, swimwear, loungewear, intimates, accessories, footwear and home for ladies and junior in the US (stores) and worldwide (online), while Unique Vintage will launch apparel, accessories and home ranges, available worldwide.

Additionally, designer Samii Ryan will be releasing a Strawberry Shortcake apparel and accessories collaboration for early 2022; PacSun will be launching ladies and junior holiday collections by The Forecast Agency in the US and Canada, following the success of its summer line launch, which will feature apparel, underwear, socks, tote bags and headwear; and Glamlite is set to launch a cosmetics line in Spring 2022.

### **About Strawberry Shortcake**

WildBrain's Strawberry Shortcake is one of the world's most-adored brands. Since her creation in 1973, with the release of a simple Valentine's Day greeting card, Strawberry Shortcake has grown and evolved with new content, toys and experiences for each new generation of kids. Parents who loved her when they were young, can now share a fresh new Strawberry Shortcake with their children through the all-new original WildBrain



series *Berry in the Big City*, as well as through new toys, books, games, apparel, events – and of course, dolls, which still boast their iconic scent. Previous Strawberry Shortcake content in WildBrain’s library, including the series *Strawberry Shortcake* and *Berry Bitty Adventures*, and the animated movies *Sky’s the Limit* and *The Sweet Dreams Movie*, continues to delight young audiences on streaming and broadcast platforms worldwide. With an international presence that has generated over US 4\$ billion in retail sales since its first launch, Strawberry Shortcake is a true character-brand phenomenon that is cherished by kids and families worldwide. Visit her at: [strawberryshortcake.com](http://strawberryshortcake.com)

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**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 Degrassi. At our 75,000-square-foot state-of-the-art animation studio in Vancouver, BC, we produce such fan-favourite series as *The Snoopy Show*, *Snoopy in Space*, *Chip & 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](http://WildBrain.com).