



Gemma International Joins as Care Bears™ Licensee to Celebrate 35 Years and Beyond

London 15th February 2017: Care Bears™ have begun celebrations of their 35th anniversary in 2017 following a successful 2016. Care Bears have created emotional connections with fans since 1982, and continue to appeal to new generations through modernized content that remains mum-trusted and teaches children to share their feelings. To coincide with the milestone 35th anniversary, the Care Bears' licensing programme is expanding with a major new partner joining the celebrations.

Gemma International, best in class for licensed greetings, will be creating greeting cards, balloons and party ware. The new Care Bears collection gives consumers ways to celebrate and share their love of the brand around the 35th anniversary. The announcement brings Care Bears full circle, as it was originally designed for greetings cards, and this has led to the pop culture phenomenon enduring 35 years. Working with CPLG, Gemma International launched their first greeting cards at Spring Fair last week.



“I personally first came across Care Bears in 1982 when I was still involved in the toy trade and I remember how well received they were back then, and 35 years later, the brand continue to resonate with original fans and a whole new generation,” **said Tim Rudd-Clarke, Licensing Director for Gemma International**. “Our team is very excited to be working with CPLG on Care Bears to create a fantastic range of products from cards to gift packaging and party ware, launching in 2017.”

Roubina Minassian, Director of International Licensing for American Greetings Entertainment (the intellectual property and outbound licensing division of American Greetings), said, “We are excited to work with the excellent team at Gemma International to create products Care Bears fans can use in their celebrations throughout the year.” Minassian continued, “Care Bears are about sharing, caring and expressing feelings, and the new line of party ware from Gemma will help us do just that.”

For more information, contact:

Gemma Witts
Tel: +44 208 563 6167 gwitts@cplg.com

About Care Bears

First introduced by American Greetings in 1982 through consumer products, greeting cards, and later an animated CGI television show, Care Bears has become one of the world's most popular and endearing children's properties. Today, fans of all ages around the world are falling in love with these huggable bears who help kids have fun while sharing and caring, and they enjoy a robust portfolio of thousands of Care Bears licensed products at retailers globally. The Care Bears are no strangers to television screens. They first appeared in their own television specials in 1983 and 1984, and then



made the leap to the big screen in 1985-87 with “The Care Bears Movie” trilogy. They also had their own television series from 1985 to 1988 which is currently available to watch on Netflix. The new Netflix Original Series “Care Bears & Cousins”, launched in fall 2015, and continues to delight fans around the world. The brand also has a robust social media following, has more than 100 million views of new and classic videos on YouTube, and has a portfolio of popular apps for mobile devices. Their wholesome messages of caring and sharing resonate with parents who are familiar with the brand and feel comfortable introducing Care Bears to their own children.

About American Greetings Entertainment

American Greetings Entertainment is the intellectual property, entertainment and outbound licensing division of American Greetings, which was built upon the successful re-launch of Care Bears™ and other iconic kids’ entertainment brands, including Holly Hobbie™ and Madballs™, as well as Packages from Planet X™, Twisted Whiskers™, and its newest IP, Buddy Thunderstruck™. American Greetings Entertainment develops multi-platform entertainment franchises across all media channels, and extensive consumer merchandising programs that immerse children and adults in brands they love.

About CPLG

CPLG (www.cplg.com) is one of the world’s leading entertainment, sport and brand licensing agencies with offices in the UK, Benelux, France, Germany, Italy, Spain, Sweden, Poland, Middle East, Greece & Turkey and the US. 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 partnership is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach; Expert Common Sense.