



GERMAN BOOK RETAILER THALIA DEBUTS THE GRINCH CHRISTMAS GIFT COLLECTION

London, 28th November 2019: Thalia, the market leader in retail bookstores in Germany, Austria and Switzerland (GAS), has launched a Christmas gift collection based on Dr. Seuss's popular title *How the Grinch Stole Christmas*, in a deal brokered by WildBrain CPLG, on behalf of Dr. Seuss Enterprises, L.P., a leading children's entertainment company.

The collection which includes mugs, napkins, handkerchiefs, Christmas decorations and gift bags, is the first time a major German retailer has launched a Dr. Seuss consumer products collection, outside of core publishing.

The Grinch collection is being supported with in-store table top displays and point of sale material in over 280 stores, and is featured in a Christmas flyer which is mailed out with all online orders in the lead up to Christmas.

Sibylle Gondolf, Managing Director at WildBrain CPLG Germany, said: "We are incredibly excited to see this collection launch. Thalia is a significant retailer throughout the GAS region with stores in most major shopping centres and a significant online business. This launch marks the start of the Dr. Seuss licensing programme roll-out in Germany with plans underway to extend the business into new categories and retail distribution."

"Germany is a focus market for us in Europe to develop and build the Dr. Seuss licensing programme and Thalia bookstores is a natural launch partner for the Grinch gift collection," said Susan Brandt, President of Dr. Seuss Enterprises, L.P. "We are working closely with the WildBrain CPLG team to build the licensing programme in this market and replicate the successes we have already seen in the UK."

The Grinch Thalia launch is part of a wider initiative led by WildBrain CPLG to extend the Dr. Seuss licensing programme throughout EMEA.

For more information, please contact:

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About Thalia

Thalia is the market leading book retailer in the German-speaking area, with around 340 bookstores in Germany and Austria, including a 50% share in more than 30 Orell Füssli Thalia bookstores in Switzerland. In addition to its physical stores, it runs the online shops thalia.de, thalia.at and orellfussli.ch. It is a family bookstore with a wide assortment: classic and contemporary literature, holiday reading, children's books, and a non-book segment with stationery and gift articles. The stores are located in the inner-city and the company also organizes and hosts events at their stores. Thalia employs around 6.000 people.

About Dr. Seuss Enterprises, L.P.

Dr. Seuss Enterprises is a leading global children's entertainment company focused on preserving and enhancing the quality and dignity of Dr. Seuss' body of work thereby ensuring that each generation will experience the stories, characters, life lessons and genius of Dr. Seuss. The company was established in 1993 and is based in San Diego, CA. Dr. Seuss Enterprises' global endeavors complement Dr. Seuss's iconic books and include films, TV shows, stage productions, exhibitions, digital media, licensed merchandise, and other strategic partnerships. Ted Geisel once said he never wanted to license his characters to anyone who would "round out the edges" – a guiding principle at Dr. Seuss Enterprises. For more information about Dr. Seuss and his works, follow us on [Instagram](#) and [Facebook](#).

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, 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.