



## RAINBOW DESIGNS LAUNCHES PEANUTS COLLECTION

**Top Drawer will see the unveiling of two new Peanuts plush collections from Rainbow Designs, a relationship that was brokered by WildBrain CPLG UK on behalf of Peanuts Worldwide**

**London UK – 13<sup>th</sup> January 2020** – WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, has brokered a deal that will see Rainbow Designs, ‘The Home of Classic Characters’, create two distinctive new collections starring Charles M Schulz’s iconic Snoopy and Woodstock characters. The ‘Everyone Loves Snoopy’ plush gift collection presents Snoopy and Woodstock in their beloved traditional formats and is perfect for fans of all ages. The ‘My First Snoopy’ collection has been created specifically for babies and young children to encourage early developmental skills and promote sensory play. The infant collection features multiple variations of Peanuts plush toys, ranging from rattles and comfort blankets to 25cm baby soft cuddly toys.

Peanuts has a historic and long-standing relationship with Rainbow Designs. The re-addition in 2020 of Snoopy and Friends to Rainbow’s collection of prestigious, renowned brands underscores the company’s reputation as ‘The Home of Classic Characters’ with a roster that is steeped in heritage and wholesome values.

The collaboration is perfectly timed, as the new show *Snoopy in Space* launched on Apple TV+ in November of last year. The STEM-based series celebrates the long history between Peanuts and NASA and brings Snoopy and the gang to the fore for a new generation as the brand gears up for its 70<sup>th</sup> anniversary in 2020.

“Plush has always been a key category for the Peanuts brand, with Snoopy plush often serving as children’s introduction to the brand,” said Tara Botwick, Senior Director, Territory Management EMEA for Peanuts Worldwide. “Rainbow Designs understands the importance of this connection and has a legacy of working with classic characters, which makes them an excellent fit for Peanuts.”



MD of Rainbow Designs, Anthony Temple, is delighted to have Snoopy and friends back home. “Snoopy has been an important character at Rainbow over the years,” said Temple. “It is exciting to be commemorating the 70th Anniversary of Peanuts with the launch of two beautiful and iconic collections that will truly celebrate Snoopy and friends with Peanuts fans of all ages.”

The Everyone Loves Snoopy and My First Snoopy Collections will be available in all good toy and gift stores Autumn Winter 2020.

**For more information, please contact:**

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**About Rainbow Designs**

The Home of Classic Characters, is one of the country's leading character soft toy and nursery companies and the name behind an abundance of high profile brand collections. Rainbow's prestigious licensed portfolio includes: Paddington Bear, Disney Classic Winnie-the-Pooh, Peter Rabbit, Peanuts, Guess How Much I Love You, The Very Hungry Caterpillar, Miffy, The Snowman and Snowdog, Elmer, Roald Dahl, Abominable and Dreamworks' Heritage.

**About Peanuts**

Charles M. Schulz first introduced the world to the *Peanuts* characters in 1950, when the *Peanuts* comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the *Peanuts* gang have made an indelible mark on popular culture. The new series *Snoopy in Space* launched on Apple TV+ on November 1, 2019. *Peanuts* animated specials and series air on major networks and streaming services, including ABC, Cartoon Network and Boomerang in the U.S., Family Channel in Canada, and the WildBrain Spark network on YouTube. Fans also enjoy *Peanuts* through thousands of consumer products around the world, amusement parks attractions, cultural events, social media, and a daily comic strip available in all formats from traditional to digital. In 2018, Peanuts partnered with NASA on a multi-year Space Act Agreement designed to inspire a passion for space exploration and STEM among the next generation of students. The *Peanuts* characters and related intellectual property are 41% owned by WildBrain Ltd. (TSX: WILD), 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by family of Charles M. Schulz.



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

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