



WILDBRAIN CPLG GETS FESTIVE WITH NEW EUROPEAN PARTNERS FOR DR. SEUSS ENTERPRISES, L.P.'S *HOW THE GRINCH STOLE CHRISTMAS!*

London UK – 8 October 2020 – WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, has scored a new wave of European deals for Dr. Seuss Enterprises’ beloved festive title *How the Grinch Stole Christmas!*

WildBrain CPLG, which represents the brand across EMEA, has secured new UK licensees including: Ecell for phone covers and accessories; Widdop & Co for gifting and home accessories; Enesco for figurines and Christmas decorations; Rubber Road for gifting items including Grinch Tubbz; Fashion UK for kids’ daywear; and Portico Designs for calendars and diaries. Additional fashion partnerships have been secured outside of the UK with Trucare for the Middle East and North Africa, and Elyaf for Germany, Austria and Switzerland. The new product ranges will launch from October 2020.

John Taylor, VP Northern Europe and Managing Director UK and France at WildBrain CPLG, said: “Thanks to his quirky humour and holiday spirt, the Grinch has firmly established himself as an icon for the festive season. This broad line-up of new partners means the brand will continue to have a robust presence during the Christmas retail period, and also have a wider range of products available than ever before.”

“We are excited about the broad reach of Grinchmas at retail this year, due in large part to all the great work WildBrain CPLG has done to select fantastic licensees who creatively connect our fans with the Grinch through consumer products,” said Susan Brandt, President of Dr. Seuss Enterprises, L.P.

These new partnerships join long-standing apparel and homeware UK licensees for the brand which include: Somerbond, BC International, Park Agencies, Misirli, Brand International, Dreamtex, Paul Dennicci, Cooneen, IG Design Group, Hype and Aurora. Beyond the UK, the licensing programme also features European partners LPP for adult and kids wear and H&M for apparel and accessories, alongside Thalia for gifting in Germany, Australia and Switzerland.

For more information, please contact:

Aimée Norman at DDA Blueprint PR

aimée@ddablueprint.com

+44 (0) 7957 564 050

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 45 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.

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's 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, visit Seussville.com, and follow us on [Instagram](#), [Facebook](#), [YouTube](#), and [Pinterest](#).