



WILDBRAIN CPLG WORKS OUT DEAL WITH RICHARD SIMMONS

Licensing agency takes worldwide representation rights to iconic 1980s fitness expert

First partners signed in North America with products launching for holiday season 2020

Los Angeles, CA – 11 June 2020 – WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, has been tapped by Plaster Partners LLC to represent the iconic 1980s fitness expert Richard Simmons worldwide. WildBrain CPLG is now developing a cross-category licensing program for Richard Simmons targeting adults across key categories, including accessories, food and beverage, footwear, fitness and sporting goods, publishing, health and beauty, social stationery, and digital applications.

WildBrain CPLG has secured its first wave of partners for Richard Simmons in North America, brokered on behalf of Plaster Partners LLC, the brand marketing venture from Richard Simmons’ long-time manager Michael Catalano and licensing executive Brittany Straede. Kicking off the licensing program are: NECA for games, toys, action figures and boxes; Funko for figurines; Mad Engine for apparel and sleepwear; Pyramid for posters and stationery; TF Publishing for calendars; Fun.com for dress-up; and Super Impulse for novelty gifts. The first products are scheduled to launch in the market for holiday season 2020.

Alyssa Gourlay, Director of Business Development at WildBrain CPLG North America, said: “Richard Simmons is one of the most iconic figures in fitness, recognised internationally for his infectiously positive attitude and energetic home workouts. With the surge of interest in his vintage work-out routines on YouTube, as people discover exercise content they can enjoy at home, we’re looking forward to bringing consumers an exciting range of products reflecting Simmons’ colourful and hi-octane personality, while also tapping into the nostalgia for the 1980s home aerobics genre.”

“We’re thrilled that WildBrain CPLG will be leading the charge to bring all things Richard to a global audience,” said Simmons’ manager Michael Catalano. “Richard continues to be one of the most revered and loved fitness personalities of all time. His licensed line will be pure Richard – fun, motivational and inspiring.”

Richard Simmons pioneered the home-fitness video revolution of the 1980s, bringing inspiration and fun to the masses through his aerobic dance and exercise programs. Simmons is best known for his high energy and flamboyant personality and remains a fixture in the pop culture lexicon. After more than thirty years, his “Sweatin’ to the Oldies” workouts remain the bestselling exercise video series of all time.

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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 Plaster Partners LLC

After years of creating some of the world's most innovative marketing campaigns, Plaster Partners LLC was founded in 2019 by global branding executives Michael Catalano and Brittany Straede. With capabilities that include campaign creation and implementation, celebrity licensing and marketing, curating brand collaborations and designing and executing PR and social media efforts, this unique lifestyle agency has quickly become one of the most in demand creative firms.