



## ***The World of David Walliams* marks ten phenomenal years with Walliams Week**

**Retailer, schools and press activity in place to celebrate the occasion**

**Licensing programme from CPLG ramping up in 10<sup>th</sup> anniversary year**

**London 28<sup>th</sup> June 2018:** HarperCollins Children's Books is marking a decade of incredible publishing from David Walliams with a week of high-profile activity across retail, school and press.

The inaugural "Walliams Week", which runs from 25<sup>th</sup> June through to 1<sup>st</sup> July, will see the nation's number one children's author celebrated in classrooms with 25,000 activity packs distributed to UK primary schools via educational press partner Teach Primary; and at retail, Waterstones, WHSmith and independent stores will host a series of mega-tastic events across the UK with retailer packs to get fans of David's characters involved in-store.

These celebrations mark another astonishing year for David Walliams whose global sales now exceed 25 million copies with books published in 53 languages.

Outside of publishing, The World of David Walliams brand continues to grow. HarperCollins Children's Books appointed CPLG in 2016 to develop the brand's licensing programme, using the iconic illustrations by Quentin Blake and Tony Ross to bring to life in products the characters from David's best-selling books, including *Gangsta Granny*, *Mr Stink* and his first book, *The Boy In The Dress*, released in November 2008.

World Book Day 2018 marked the launch of the impressive merchandising range led by CPLG – including dress-up from Smiffys, nightwear from Cooneen, puzzles from Paul Lamond Games, card games from Lagoon and greetings cards from Danilo. Winning Moves and Kinnerton complete the current line-up, with Top Trumps and confectionery hitting shelves from late Summer.

Plans are already in place for World Book Day 2019 to expand on the activity and products available from this phenomenal author.

John Taylor, Commercial Director, CPLG UK said 'We have seen a fantastic initial launch and we are looking to grow the retail footprint and engage more with the huge fan base throughout

this year. We are also keen to expand on the licensees we're working with, and close the gaps on some of the key categories still available."

Alison Ruane, Brand Strategy Director, HarperCollins Children's Books said: "As part of our growth strategy for The World of David Walliams, it was an obvious next step to extend 'beyond the book' into licensing and merchandise, and we are delighted to be working with CPLG to do just that. With the unique combination David's hilarious and heart-warming words with the glorious illustrations of Sir Quentin Blake and Tony Ross, we are developing consumer products that are a guaranteed must-have for the millions of book fans."

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**About HarperCollins Children's Books**

- HarperCollins Children's Books, unprecedented three times winner of Children's Publisher of the Year (2014, 2015, 2016) is one of the leading publishers of children's books, recognised for nurturing new talent as well as boasting a reputable list of established best-selling authors. Respected worldwide for its tradition of publishing quality, award-winning books for young readers, HarperCollins is home to many children's classics, including the Chronicles of Narnia, the Paddington stories, *The Cat in the Hat* and *The Tiger Who Came to Tea*, and to some of the biggest names in children's literature past and present, including David Walliams, Judith Kerr, David Baddiel, Lauren Child, Oliver Jeffers and Michael Morpurgo.
- HarperCollins UK is a division of HarperCollins Publishers, the second largest consumer book publisher in the world, with operations in 18 countries, and was named Publisher of the Year at the British Book Awards 2018. With two hundred years of history and more than 120 unique imprints around the world, HarperCollins publishes approximately

10,000 new books every year, in 17 languages, and has a print and digital catalogue of more than 200,000 titles. Writing across dozens of genres, HarperCollins authors include winners of the Nobel Prize, the Pulitzer Prize, the National Book Award, the Newbery and Caldecott Medals and the Man Booker Prize. HarperCollins UK has offices in London, Glasgow and Honley, and can be found online at [www.harpercollins.co.uk](http://www.harpercollins.co.uk).

### **About CPLG**

CPLG ([www.cplg.com](http://www.cplg.com)) 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, Middle East, Greece & Turkey and the US. Owned by DHX Media ([www.dhxmedia.com](http://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.

### **About DHX Media**

DHX Media Ltd. (TSX: DHX, DHX.B; NASDAQ: DHXM) is a leading children's content and brands company, recognized globally for such high-profile properties as *Peanuts*, *Teletubbies*, *Strawberry Shortcake*, *Caillou*, *Inspector Gadget*, and the acclaimed *Degrassi* franchise. One of the world's foremost producers of children's shows, DHX Media owns the world's largest independent library of children's content, at 13,000 half-hours. It licenses its content to broadcasters and streaming services worldwide and generates royalties through its global consumer products program. Through its subsidiary, WildBrain, DHX Media operates one of the largest networks of children's channels on YouTube. Headquartered in Canada, DHX Media has 20 offices worldwide. Visit us at [www.dhxmedia.com](http://www.dhxmedia.com).