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DHX Appoints Further Licensees for Rastamouse

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TORONTO/LONDON/LOS ANGELES: DHX Media and W!LDBRAIN Entertainment have signed up additional licensing partners for *Rastamouse*.

Rastamouse, the animated series based on the books by Genevieve Webster and Michael De Souza, launched on CBeebies in January 2011. New licensees for the property include Trademark Collections, which will offer a range of *Rastamouse* backpacks, rucksacks, gym bags, swim bags, holdalls, wheeled luggage, tote bags, handbags, courier bags, purses, wallets and umbrellas, to be launched the spring. Roy Lowe & Sons will develop a line of socks, tights, hats, gloves and scarves, while Ty UK Ltd. will develop a Ty Beanie Baby line for launch in the U.K. in the spring. In addition, GB Eye Limited is on board for posters, digital prints, canvas prints, badges, stickers and tattoos.

"*Rastamouse* launched on CBeebies in January and became an instant hit with a diverse audience that includes preschoolers, parents and young adults alike," said Michael Polis, the president of W!LDBRAIN Entertainment and the executive VP of branded entertainment and consumer products at DHX Media. "As one of the fastest growing preschool licenses, we expect to see great success across all categories for *Rastamouse*, from apparel, DVDs and toys, to electronics and publishing."

"The music, the characters and other unique qualities that make *Rastamouse* stand out as a brand in a competitive marketplace gives licensees a winning formula to create innovative consumer products that will resonate with fans young and young at heart," said Angeles Blanco, the director of licensing at DHX Media. "In spring 2012, Universal will release their second *Rastamouse* DVD, we will have a full toy line in store as well as underwear, sleepwear and many other categories available across all retail."