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Competitive
Maidenhead



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Friday, 20th May 2011 at 10:39 am

DHX unveils new Rastamouse master toy partner

by [Samantha Loveday](#) | [Email a friend](#) | [Print](#)

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Character Options rolling out product based on hit Cbeebies show from October.

Plush, figures and play-sets will be the first products to hit shelves, following the deal between DHX Media and Character Options.

Rastamouse launched on Cbeebies in January and since then has been listed in the channel's top five animated programmes. YouTube clips are also receiving hundreds of thousands of hits.

"Character Options is a leader in children's licensing and the right partner for us to launch a collection of toys for Rastamouse and its fans," said Michael Polis, president of Wildbrain Entertainment and EVP, brand entertainment and consumer products, DHX Media.

"The Rastamouse storylines are full of rich content which will add to the growing list of ways the fans can enjoy Da Easy Crew and their adventures."

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- Character Options renews Doctor Who deal
- LAST CALL: Toys Sector Spotlight
- TOY MONTH: Sector Guide Special
- TOY MONTH: Character confident on licences for 2009
- Royal Navy push ramping up
- Character Group down at half time

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