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**Nelvana Secures Worldwide Licensing Agreement with ORB™ for Popular  
Soft'n Slo Squishies™ Brand**

*Deal includes new digital media rollout with original short-form content incorporating the sought-after toys*



**TORONTO, CANADA, February 14, 2018** – Nelvana Enterprises, the global licensing and merchandising arm of Corus Entertainment, today announced an exciting new partnership with global toy company **ORB™** for the worldwide licensing rights to the incredibly popular [Soft'n Slo Squishies™](#) brand.

In addition to global licensing representation, Nelvana will produce original digital media content for the brand, beginning with a multi-episode, original, short-form YouTube series incorporating the delightful slow-rise and ultra-soft *Soft'n Slo Squishies™* toys. Additional licensing plans for the brand include apparel, sleepwear, accessories, novelty and gift, home décor, and publishing.

“*Soft'n Slo Squishies™* has become a powerhouse of play, catching the attention of tweens, teens, and their families alike,” said **Pam Westman, Head, Nelvana Enterprises**. “With an impressive



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array of collectible and charming designs, we're eager to bring this celebrated brand to audiences in fresh and dynamic ways."

"We're proud to partner with Nelvana to strengthen and amplify the *Soft'n Slo Squishies*™ brand," said **Mitra Rad, Brand Manager at ORB**™. "Their vast experience in licensing, content creation, and digital platforms will take our brand to the next level for fans everywhere."

Ultra-soft, slow rising, and collectible, *Soft'N Slo Squishies*™ are the latest trend to hit the toy market. The tactile toys are available in a variety of shapes, sizes, and designs, and create an entertaining transformation that's different every time.

#### **About Nelvana**

Nelvana is Canada's premier animation company and a world-leading producer and distributor of children's content. Nelvana has delighted audiences around the globe for more than 40 years with a vast library of more than 4,000 episodes from original, award-winning series like *Babar* and *Franklin*. Nelvana's content is distributed in more than 160 countries worldwide and broadcast across Corus Entertainment's suite of leading kids' networks. Nelvana Enterprises, the global licensing and merchandising arm of Nelvana, manages the organization's portfolio of in-house and third-party brands with offices in Toronto and Paris. Nelvana Studio, with offices in Toronto and Montreal, employs more than 300 Canadian artists working with local and international producers to create premium children's content for a global stage. For more information, visit [www.nelvana.com](http://www.nelvana.com).

#### **About ORB**

ORB™ is the fastest growing activities company in the world, shipping high volume, high quality trends, collectables, crafts, compounds, and breakthrough art materials more quickly than anyone. Developing hyper brands at hyper speed is ORB's mantra. ORB™ began almost 30 years ago with the Celestial Orb, a transforming hand-held widget made from wire. Innovation in tactile toy design has translated today into explosive brands like *Soft'nSlo Squishies*™, *ORBMolecules*™, and *Bubbleezz*™. These lines have launched ORB™ to a new level of buzz within the industry. *Soft'n Slo Squishies*™ now includes over 400 different designs, making ORB™ the largest producer of



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squishies in the world- not only in the number of SKUs, but also in total quantities sold. For more information, visit [www.orbtoys.com](http://www.orbtoys.com).

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