



## NELVANA APPOINTED EXCLUSIVE LICENSING AGENT FOR ICONIC CARE BEARS™ BRAND IN CANADA BY CLOUDCO ENTERTAINMENT

Nelvana Will Focus on Canadian Programs in 2022 in Celebration of Care Bears' 40<sup>th</sup> Anniversary and Cloudco's Launch of New Canadian Care Bear – True North Bear

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### For Immediate Release

**TORONTO, August 19, 2021** – Corus Entertainment's **Nelvana**, a world-leading international producer, distributor, and licensor of children's animated and live-action content, has been appointed as the licensing representative for Care Bears™ in Canada by Cloudco Entertainment, owner of the well-known entertainment brand. As the exclusive licensing agent for the beloved brand, Nelvana will secure new licensing deals and work with existing licensees for all merchandise, publishing, and promotions in Canada.

With the Canadian premiere of new animated series *Care Bears: Unlock the Magic* on DHX Jr. in English, and in French on both Radio Canada (free TV, VOD) and Telemagino (pay TV, SVOD), master toy partner, Basic Fun!, launched figures and plush toy lines in Canada in fall 2020 and are expanding placement in fall 2021. The fulsome licensing program continues to roll out with additional partners including NTD (apparel), Bioworld (accessories), Franco (home), and Penguin Random House (publishing), among others, enabling the Care Bears program to expand online and into every aisle at retail in Canada.

In celebration of the Care Bears' 40<sup>th</sup> Anniversary in 2022, Nelvana is currently planning new licensing and retail programs that will launch that year. Additionally, Cloudco is developing a new and exclusive Care Bear for Canada – True North Bear. True North Bear is a happy bear who loves nature's boundless beauty and his homeland, Canada. By helping others care about nature, True North Bear inspires respect for the earth everywhere.

"Nelvana has a long and revered history with Care Bears, having produced two films in the 2000s – *Care Bears: Journey to Joke-A-Lot* and *The Care Bears' Big Wish Movie*," said Mellany Masterson, Head of Nelvana Enterprises. "Given our cherished, deep-rooted ties to Care Bears, we look forward to working with Cloudco, Canadian retail partners, and licensees to promote the brand while expanding Nelvana's extensive portfolio that appeals to a multi-generational demographic."

"Nelvana's previous experience working with the Care Bears brand makes them the perfect licensing partner to bring onboard to lead the merchandising efforts in Canada," said Robert Prinzo, Head of Global Licensing at Cloudco Entertainment. "We are so fortunate to have Nelvana's valued expertise and esteemed relationships in the Canadian market to reach both existing Care Bears fans, and new generations, with the well-loved brand."



In addition to the new *Care Bears: Unlock the Magic* placement, other Care Bears' series currently on-air in Canada include the CGI-animated *Welcome to Care-a-Lot* on Telequebec and the Netflix Original *Care Bears & Cousins* on Netflix.

Care Bears is one of the most popular and endearing children's properties in the world. Fans of all ages love these huggable bears from Care-a-Lot who inspire all to have fun, share and care.

For licensing opportunities, please email [nelvanalicensing@corusent.com](mailto:nelvanalicensing@corusent.com).

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### **About Nelvana**

Entertaining kids for over 50 years, Nelvana is a world-leading international producer and distributor of children's animated and live-action content. Nelvana produces a stable of award-winning and globally renowned brands that focus on comedies, preschool and action series, and ancillary consumer products programs. Nelvana's content airs on Corus Entertainment's kids channels in Canada and in over 180 countries around the world. The Nelvana library has well over 4,800 episodes of programming and has received over 70 major international program awards including Emmys® and Canadian Screen Awards. Visit the Nelvana website at [nelvana.com](http://nelvana.com).

### **About Corus Entertainment**

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that develops and delivers high quality brands and content across platforms for audiences around the world. Engaging audiences since 1999, the company's portfolio of multimedia offerings encompass 33 specialty television services, 39 radio stations, 15 conventional television stations, a suite of digital and streaming assets, animation software, technology and media services. Corus is an internationally-renowned content creator and distributor through Nelvana, a world class animation studio expert in all formats and Corus Studios, a globally recognized producer of hit scripted and unscripted content. The company also owns innovative full-service social digital agency so.da, lifestyle entertainment company Kin Canada, leading 2D animation software supplier Toon Boom and children's book publishing house, Kids Can Press. Corus' roster of premium brands includes Global Television, W Network, HGTV Canada, Food Network Canada, HISTORY®, Showcase, Adult Swim, National Geographic, Disney Channel Canada, YTV, Global News, [Globalnews.ca](http://Globalnews.ca), Q107, Country 105, and CFOX, along with broadly distributed Canadian streaming platforms STACKTV, Nick+, the Global TV App and Curiouscast. For more information visit [www.corusent.com](http://www.corusent.com).

### **About Cloudco Entertainment**

Cloudco Entertainment, formerly American Greetings Entertainment, is the owner for iconic entertainment brands such as Care Bears™, Holly Hobbie™, Madballs™, Packages from Planet X™, Twisted Whiskers™, Buddy Thunderstruck™, Tinpo™ and its newest IP, Boy Girl Dog Cat Mouse Cheese™. Cloudco Entertainment develops multi-platform entertainment franchises across all media channels and extensive consumer merchandising programs that immerse children and adults in brands they love.

### **About Care Bears™**

Introduced in 1982 through consumer products, greeting cards, and later a series of animated television shows and feature films, Care Bears is one of the most popular and endearing children's properties in the world. Fans of all ages love these huggable bears from Care-a-Lot who inspire all to have fun, share and care. The Care Bears first appeared in their own television specials in 1983 and 1984, followed up with a long-running animated TV series and then made the leap to the big screen in 1985-87 with The Care Bears Movie trilogy. More recently the Care Bears could be seen in *Care Bears & Cousins*, a Netflix original CGI-animated series launched in fall 2015 and the brand-new *Care Bears: Unlock the Magic*, a 2D animated series featuring an all-new look and mission for the bears, launched in 2019 on Tiny Pop in the UK, Boomerang and Cartoon Network in the US and Family Jr. in Canada.



Website: [www.carebears.com](http://www.carebears.com)

YouTube: [www.youtube.com/CareBears](http://www.youtube.com/CareBears)

Facebook: [www.facebook.com/CareBears](http://www.facebook.com/CareBears)

Twitter: [www.twitter.com/CareBears](http://www.twitter.com/CareBears)

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