



## NELVANA AND JUNIPER CREATES™ LAUNCH A MAX & RUBY THROWBACK MERCHANDISE LINE FOR MILLENNIAL FANS

The Limited Time Capsule Collection Is Available Now on the New  
Digital Pop Up Website: [www.maxandrubyremix.com](http://www.maxandrubyremix.com)



For additional photography and press kit material visit: <http://www.corusent.com>

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### For Immediate Release

**TORONTO, October 12, 2021** – Corus Entertainment's **Nelvana**, a world-leading international producer, distributor and licensor of children's animated and live-action content, and direct to consumer merchandise manufacturer **Juniper Creates™**, are delivering childhood nostalgia with a new *Max & Ruby* apparel line targeted to Millennials and Gen Zs who grew up with the series – The Max & Ruby Remix Collection. As an homage to the show and its dedicated fan-base, the high quality merchandise portrays the beloved brother and sister bunny duo in a creative and colourful way. The line is available to shop now on [www.maxandrubyremix.com](http://www.maxandrubyremix.com).

"Millennials and Gen Zs all over the world have fond memories of watching *Max & Ruby* as preschoolers," said Mellany Masterson, Head of Nelvana Enterprises. "Tapping into the power of nostalgia and drawing insights from the viral success we've had on TikTok, this new collection captures the playfulness and fun of *Max & Ruby*."

Over the past 18 months, *Max & Ruby* enthusiasts on TikTok have generated over 127 million uses of the hashtag #maxandruby. The three different trends that went viral include a remix dance, classic cake remakes and theme song origins. By exploring styles that appeal to this *Max & Ruby* audience, the Max & Ruby Remix Collection line was created to capture the essence of the brand but still be easily integrated into day-to-day wear. Pieces from the line include tops, overalls, oversized fashion earrings, and a *Max & Ruby* version of the trendy blanket sweater.

"We're delighted to continue our partnership with Nelvana, this time with the *Max & Ruby* franchise as it nears its 20th broadcast anniversary in May 2022. The team is developing exclusive and limited-edition merchandise that ties into the nostalgia of the IP appealing to broad audiences that grew up watching this brother and sister bunny duo," said Shawn Curtis, Director of Partnerships at Juniper Creates. "We'll bring the Max & Ruby Remix Collection to market, leveraging our full supply-chain and technology platform - manufacturing and fulfilling orders globally via a dedicated Direct to Consumer storefront, [www.maxandrubyremix.com](http://www.maxandrubyremix.com)."

Based on the books of internationally acclaimed children's author and illustrator Rosemary Wells, *Max & Ruby* is a preschool program that celebrates being young. The series follows the adventures of two bunny siblings, the fearless bundle of energy Max and his smart and confident older sister Ruby. *Max & Ruby* celebrates the connection between Ruby and her younger brother Max and the universal nature of sibling relationships. In each story Max wants one thing, Ruby wants another, and even though they love each other, they have very different ideas on just about everything. Fans can still watch all their favourite episodes of *Max & Ruby* on Treehouse and live and on demand with [STACKTV](#), available through Amazon Prime Video Channels.

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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).

Follow Nelvana Enterprises on Twitter [@NelvanaEnt](#)

#### **About Corus Entertainment Inc.**

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 34 specialty television services, 39 radio stations, 15 conventional television stations, a suite of digital assets, animation software, technology and media services. Corus is an established creator of globally distributed content through Nelvana animation studio, Corus Studios, and children's book publishing house Kids Can Press. The company also owns innovative full-service social digital agency so.da, and lifestyle entertainment company Kin Canada. 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. Visit Corus at [www.corusent.com](http://www.corusent.com).

#### **About Juniper Creates™**

Juniper Creates is a premium consumer product and direct to consumer brand building company based in Toronto, Canada that partners with the world's top creators, intellectual properties, platforms, and brands to create unmatched fandom and capture demand.

Custom at their core, the team at Juniper Creates brings innovation, technology, speed, quality, and a global DTC shipping model, which complements existing retail strategies and creates new ones for brands - launching highly sought-after product collections, that are amplified by immersive marketing campaigns, creating excitement, awareness, demand, and loyalty.

Founded in 2016 by, with, and for Creators – anything is possible at Juniper. The only limitation is your imagination. To contact the team at Juniper Creates, email Shawn Curtis, Head of Partnerships at [shawn@hellojuniper.com](mailto:shawn@hellojuniper.com).

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