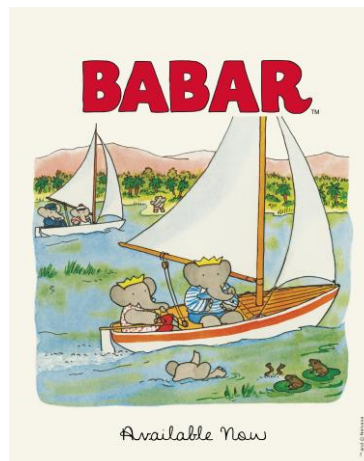




NELVANA AND THE CLIFFORD ROSS COMPANY PARTNER WITH THE ANIMALS OBSERVATORY TO LAUNCH FIRST PREMIUM BABAR CAPSULE COLLECTION FOR KIDS

Children's Apparel Featuring Vintage Babar Artwork is Available to Shop Worldwide in Stores and Online Now



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For Immediate Release

TORONTO, October 25, 2023 – Nelvana, a world-leading international producer, distributor and licensor of children's animated and live action content, along with the **Clifford Ross Company** and Spanish fashion brand **The Animals Observatory**, announce the launch of a premium line of Babar apparel for kids, available internationally in stores and online. The capsule collection features vintage artwork designs of the iconic elephant on fashion-forward tops, pants, dresses, accessories and more.

"Babar's distinctive style and brand values are known worldwide, allowing us to constantly explore unique partnership opportunities with premium fashion brands," said Camille Froget, Senior Licensing Manager, EMEA & LATAM, Nelvana. "The Animals Observatory has established itself as a leader in creative clothing for kids, built on the motto 'be a good animal, true to your instincts.' This is something that Creative Director Laia Aguilar regularly draws inspiration from and repeats to her kids, and it aligns perfectly with the Babar brand. We feel privileged to work with Laia and her globally renowned team at The Animals Observatory, as well as our esteemed partners at the Clifford Ross Company, to offer children a premium apparel line that features our beloved Babar."

The line is designed to captivate both children and adults alike with its playful essence and sense of imagination weaved into every eclectic piece. Drawing inspiration from art, nature, and other beautiful elements that inspire Laia Aguilar, kids will enjoy dressing in comfortable, easy-to-wear, and fun items suitable for any occasion.



“This new capsule captures the first Babar tales,” said Laia Aguilar, Creative Director at The Animals Observatory. “A selection that features earth and ecru colours on classic patterns for short-sleeved shirts and dresses, bucket hats, swimwear and even a delightful vest, all of them showcasing illustrations from this time-honoured story.”

The Animals Observatory and Babar capsule collection is available now via The Animals Observatory [online store](#) with worldwide shipping options, as well as fashion stores that carry The Animals Observatory products.

For additional licensing opportunities, e-mail nelvanalicensing@corusent.com.

– 30 –

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 5,000 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.

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 33 specialty television services, 39 radio stations, 15 conventional television stations, digital and streaming platforms, and 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 full-service social digital agency so.da, lifestyle entertainment company Kin Canada, and children’s book publishing house, Kids Can Press. Corus’ roster of premium brands includes Global Television, W Network, HGTV Canada, Food Network Canada, Magnolia Network Canada, The HISTORY® Channel, Showcase, Adult Swim, National Geographic, Disney Channel Canada, YTV, Global News, Globalnews.ca, Q107, Country 105, and CFOX, along with streaming platforms STACKTV, TELETOON+, the Global TV App and Curiouscast. Corus is the domestic advertising representative and an original content partner for Pluto TV, a Paramount Company, which is the leading free ad-supported streaming television (FAST) service. For more information visit www.corusent.com.

About The Clifford Ross Company

Founded in 1985 by multi media artist Clifford Ross, The Clifford Ross Company focused on three classic properties during its early years: the works of Edward Gorey, Tom Swift and Babar. After optioning the rights to Babar in 1986 directly from Laurent de Brunhoff and the de Brunhoff family, CRC entered into a working relationship with Nelvana on all aspects of the property. For over 30 years, the companies have worked together producing both television and feature-length movies featuring the Babar characters and developing a worldwide licensing program.

About The Animal Observatory

The Animals Observatory is the result of a love at first sight scenario between two people, Laia Aguilar and Jan Andreu. Having been a long-time admirer of Laia Aguilar’s work during her time as creative director for Bobo Choses, Jan Andreu proposed they join forces to found a new fashion brand for children. Jan Andreu has proved his incredible talent for business time and time again over the course of his career but The Animals Observatory project represents the realization of one of his dreams as an



entrepreneur, and particularly as a parent. Laia Aguilar was the perfect choice of partner to make that dream a reality. She sees children's fashion as an artistic tool through which she can express her own extraordinary world.

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