

# PRESS RELEASE

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## BBC WORLDWIDE AND BABYLOVE LAUNCH CHARLIE AND LOLA RANGE

BBC Worldwide Australia & New Zealand (ANZ) has partnered with BabyLove to launch a range of *Charlie and Lola* branded training pants.

Designed for toddlers who are ready to toilet train, the *Charlie and Lola* BabyLove training pants are unisex and available in two sizes, 12-18kg and 16+kg. Made to look like underpants, they feature a fun and colourful *Charlie and Lola* design.

Based on the books by British author Lauren Child, CBeebies series *Charlie and Lola* focuses on the relationship between brother and sister, Charlie and Lola, and is loved by children and parents alike for its focus on fun and imagination.

Brigid Roberts, Retail and Licensing Manager, BBC Worldwide ANZ, said: "We're delighted to be partnering with BabyLove. This is a great fit for the *Charlie and Lola* brand, which continues to be as popular as ever with young fans in Australia. It's great to see these lovable characters on supermarket shelves."

Ivy Oh, Brand Manager, Unicharm Australasia, said: "*Charlie and Lola* is a hugely popular series which is enjoyed by both parents and children alike. BabyLove is proud to be partnering with BBC Worldwide to feature *Charlie and Lola* on our BabyLove brand of toilet training pants. We hope this will make the toilet training process easier and more fun for both parents and child."

***Charlie and Lola* Training Pants are available nationwide from major supermarkets, selected pharmacies and independent retailers, RRP: \$9.99**

**This year sees the 10<sup>th</sup> anniversary of the *Charlie and Lola* television series, which airs daily on CBeebies Australia**

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## NOTES TO EDITORS

### **About BBC Worldwide Australia & New Zealand**

Australia & New Zealand (ANZ) is a priority territory for BBC Worldwide, focusing on growth across all its core business areas. Based in Macquarie Park, Sydney, BBC Worldwide ANZ wholly owns six channels: BBC First, UKTV, BBC Knowledge and CBeebies in Australia; UKTV and BBC Knowledge in New Zealand; and is responsible for the distribution and promotion of BBC World News which transmits in both countries. BBC Worldwide ANZ distributes great British content from the BBC and other producers to all free-to-air and most subscription channels in Australia and New Zealand. It works with partners to bring BBC Worldwide DVDs, magazines, digital apps, innovative products and live events to the local market, as well as offering advertising opportunities for the BBC's world renowned [bbc.com](http://bbc.com) news site.