

# Media Release

22 June 2020

## Stuck On You announces exciting new range of children's personalised products, featuring *Bluey* and *Hey Duggee*

"Wackadoo! Look who's at Stuck On You!"

Stuck On You, famous for creating high-quality, personalised children's labels, Bento Lunchboxes and more, has partnered with BBC Studios to create personalised products featuring characters from two of the hottest kids' TV shows ever: *Bluey* and *Hey Duggee*.

*Bluey* follows the adventures of a lovable and inexhaustible six-year-old Blue Heeler puppy who lives with her dad, mum and four-year-old little sister, Bingo. In every episode, Bluey uses her limitless Blue Heeler energy to play elaborate games that unfold in unpredictable and hilarious ways bringing her family and the whole neighbourhood into her world of fun.

Duggee is the leader of The Squirrel Club, a place where kids—known as Squirrels—can go to have adventures, try new things, and earn badges. Loved by both girls and boys, *Hey Duggee* inspires children to be energetic, work as a team, explore and problem-solve in a safe, happy environment.

With both shows celebrating all the characters' unique personalities, they align perfectly with Stuck On You's love for families and fun, and creating unique products to showcase individuality.

The team at Stuck On You is over the moon that these characters are now available on their quality and popular products so kids can take them wherever they go.

The *Bluey* and *Hey Duggee* ranges will be available [online](#) in a staggered rollout, beginning with personalised labels from 23 June 2020, and followed shortly by other popular products. *Bluey* and *Hey Duggee* characters will feature on the following personalised products:

- Labels (release date: 23 June 2020)
- Food Jars and Drink Bottles (release date: early July 2020)
- Bento Lunchboxes and Cooler Bags (release date: mid July 2020)
- Backpacks, Bags and Bag Tags (release date: late July 2020)

*Bluey* and *Hey Duggee* fans can subscribe to Stuck On You email updates to receive an email notification of product drop dates a week in advance of each release date. Fans can register via the Stuck on You [website](#).

*Bluey* is produced by the Emmy® award-winning Ludo Studio for ABC KIDS and is co-commissioned by ABC Children's and BBC Studios. Both of its series received production support from the Australian Government through Screen Australia, and Queensland Government through Screen Queensland.

*Hey Duggee* is created and produced by the OSCAR® nominated and BAFTA award-winning Studio AKA alongside BBC Studios.

**ENDS**

**For more information, please contact:**

**Jess Cotter**  
Marketing & Communications Manager

E: [jess@stuckonyou.com](mailto:jess@stuckonyou.com)

P: 1800 645 849

## **Notes to Editors:**

### **About Stuck On You**

Stuck On You is the original Australian personalisation company, committed to creating high-quality, personalised name labels and products for children. Started in 1995 by Carrie Felton and based in Geelong, Australia, it now delivers to 127 countries worldwide from its site [www.stuckonyou.biz](http://www.stuckonyou.biz).

### **About BBC Studios**

BBC Studios, a global content company with British creativity at its heart, is a commercial subsidiary of the BBC Group. Able to take an idea seamlessly from thought to screen, it spans content financing, development, production, sales, branded services, and ancillaries from both its own productions and programmes and formats made by high-quality UK independents. Award-winning British programmes made by the business are internationally recognised across a broad range of genres and specialisms, including factual, drama, entertainment and comedy. BBC Studios has offices in 22 markets globally, including six production bases in the UK and production bases and partnerships in a further nine countries around the world. The company, which makes around 2,500 hours of content a year, is a champion for British creativity around the world and a committed partner for the UK's independent sector. Created in April 2018 by the merger of two existing commercial subsidiaries, BBC Worldwide and BBC Studios, the company has revenue of around £1.4bn. In the year to March 2019, it returned £243m to the BBC Group, complementing the BBC's licence fee and enhancing programmes for UK audiences.

### **About BBC Studios APAC**

Covering Australia, New Zealand and 23 countries across the Asia region, BBC Studios APAC is overseen by EVP Jon Penn. Operating from eight offices, with its main bases in Sydney, Beijing and Singapore, BBC Studios APAC comprises of Content Sales and Co-productions, Branded Services, Production, Format Sales, Consumer Products and Live Entertainment. The BBC Studios business in Australia and New Zealand wholly owns seven channels: BBC First, BBC UKTV, BBC Earth and CBeebies on Foxtel and Fetch TV in Australia; BBC Living (shortly to be replaced by BBC Brit) on Fetch TV; and BBC UKTV and BBC Earth on Sky TV in New Zealand. It distributes great British content from the BBC and other British producers to free-to-air, subscription channels and SVOD platforms and works with partners to bring BBC Studios DVDs, consumer products and live entertainment to the local market. The production arm in Sydney produces BBC formats for the local market and creates new IP.

[bbcstudios.com](http://bbcstudios.com)

[twitter.com/bbcstudios](https://twitter.com/bbcstudios)

[twitter.com/bbcstudiospress](https://twitter.com/bbcstudiospress)

### **About Ludo Studio**

Ludo Studio is a multi-Emmy<sup>®</sup> and Logie award winning Australian studio that creates and produces original scripted drama, animation and digital stories that are authored by incredible local talent, distributed globally and loved by audiences everywhere.

[www.ludostudio.com.au](http://www.ludostudio.com.au)

### **About Studio AKA**

London-based Studio AKA is a multi-BAFTA-winning and Oscar nominated animation production company known internationally for its idiosyncratic & innovative work.

[www.studioaka.co.uk](http://www.studioaka.co.uk)