

PRESS RELEASE

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BBC WORLDWIDE SIGNS JASNOR AS HEY DUGGEE PARTNER FOR AUSTRALIA & NEW ZEALAND



BBC Worldwide has named Jasnor as the master toy licensee for *Hey Duggee* in Australia and New Zealand.

Hey Duggee, which launches on ABC Kids in September and currently airs daily on CBeebies, is based around the Squirrel Club, run by a big, loveable dog called Duggee. The Squirrels take part in all kinds of activities, have adventures and earn badges for their accomplishments.

Jasnor will be the distributor of products such as Duggee and Squirrel soft toys, including talking versions featuring key phrases from the show, which will launch in time for Christmas 2015.

Further products including character figurines and playsets are set to be released next year. A selection of the toys will feature collectable badges, reflecting the rewards that the Squirrels earn in the show.

Jasnor will work closely with Golden Bear, the master toy licensee for *Hey Duggee* in the UK.

In addition, *Hey Duggee* DVDs and books will also be launched. The two *Hey Duggee* book titles from Penguin Random House - *The Best Scarecrow Ever* and the *Squirrel Club Sticker Activity Book* - will be available in August this year.

Brigid Roberts, Retail and Licensing Manager, BBC Worldwide Australia & New Zealand, said: "With its engaging and entertaining stories and colourful and loveable characters, *Hey Duggee* offers a treasure trove of opportunities. We're very excited to be partnering with Jasnor to bring some fantastic new products to fans in Australia and New Zealand."

James Thurlow, Sales & Marketing Director, Jasnor (Australia) Pty Ltd said: "We are extremely excited to be working with the fabulous BBC Worldwide ANZ and Golden Bear teams on this new engaging brand.

"Jasnor has a long standing relationship with Golden Bear who are aligned with our

company's strategy and beliefs of providing excellent quality product on classic and trending brands. We are confident that *Hey Duggee* is a brand that will grab the attention of little ones and end up being an evergreen in all households in Australia & New Zealand."



***Hey Duggee* airs daily on CBeebies Australia and launches on ABC Kids in September**



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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 First, a new premium channel showcasing premiere drama and comedy on the Foxtel platform in Australia, launched on 3 August 2014 and immediately claimed the top three drama ratings across STV for the day. 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 news site.