

picture books and activity books in March and July, with ongoing marketing activity throughout the year.

March will see the publication of the new Woolly picture book *I Love Mummy*, to tie-in with Mother's Day. This new picture book will feature a QR code linking to an exclusive 'I Love Mummy' song.

The Very Hungry Caterpillar celebrates its 45th anniversary in 2014, with a year-long campaign from The World of Eric Carle. This begins with The Very Hungry Caterpillar Day in March, in partnership with Penguin, The Mermaid Theatre, promotional partners and key licensees worldwide. The anniversary will be supported with dynamic marketing campaigns, consumer promotions, and new product introductions.

Some of the highlights will include QSR with Wendy's, Barnes & Noble support with dedicated product table and in store event; Pottery Barn Kids in store events; BRU toys displays; Amazon and Diapers.com with multiple category offerings. There will also be a Mothercare toy promotion, a three week cross-category end cap promotion to launch April 1st in 50 Tesco stores, featuring toys, stationery, gift, partyware, book; Target Australia supporting multiple categories, and the launch of two new apps in 2014.

At New York Toy Fair, Saban Brands announced a global publishing deal with Random House Children's Books,



for its preschool property, Julius Jr. The publishing program will include an interactive collection of books inspired by the magical adventures and storytelling from the hit television series. Books will be available beginning fall 2014 and published under the Golden Books and Random House Books for Young Readers imprints of Random House Children's Books.

Koko Media is representing two new publishing titles.

The first, *Deer Little Forest*, is a preschool concept based on the illustrations of Henries' Award-nominated Jo Rose. Currently being developed as a picture book and TV series, Jo's designs are created using a combination of paper cutting, illustration and photography. Most recently, Paperchase signed an exclusive deal to distribute 16 *Deer Little Forest* designs across its UK stores starting this Spring. Further deals with Karto and ZPR International will see *Deer Little Forest* stationery and paper products across

both Finland and Russia.

Koko Media is also managing the rights for young adult title *The Red Harlequin*. This is the first book of a series by Roberto Ricci, entitled *Of Masks and Chromes*, and is aimed at 12-18 year olds.

The book launched successfully on Wattpad, reaching 12th place in the adventure/fantasy category, and was backed up by the release of an accompanying hop hop single called *Behind the Mask* on digital platforms. Ricci was inspired to write the novel as a way of interesting young adult readers in current world events.

The Jim Henson Company has announced the formation of Jim Henson Publishing, a new banner with a mission to develop publishing projects with engaging characters and storytelling in the tradition of the Jim Henson legacy.

The new division within The Jim Henson Company will launch with the publication of the *Enchanted Sisters* series, a new property created by The Jim Henson Company under the direction of Halle Stanford, EVP, Children's Entertainment, together with veterans of the publishing and TV worlds: author Elise Allen and character designer Paige Pooler. The new chapter book series targeting newly independent readers—girls ages seven through nine—will be published by Bloomsbury Children's Books beginning with the first book *Autumn's Secret Gift*, in

Rocket Licensing, which is managing the licensing campaign for Q Pootle 5, has announced two more licensing deals for the extra-terrestrial CBeebies star: Walker Books for global TV tie-in publishing and Blue Sky Designs for children's stationery.

The multi-year global publishing deal will see Walker release a range of Q Pootle 5 themed books linked to the TV series under the new multi-media imprint Walker Entertainment.

Q Pootle 5 is the creation of writer and illustrator Nick Butterworth. After Q Pootle 5 and the follow-up book *Q Pootle 5 in Space* became pre-school publishing hits, Nick Butterworth's own company, Snapper Productions, developed and produced the television series, which launched in July 2013 on CBeebies. It quickly became one of the channel's highest rated shows. Over 4 million people have seen the show to-date and it has received over 1.2 million views on iPlayer. In the first week of 2014 alone the show reached a combined average of 611,000 viewers across its 7.30am and 4.50pm showings. It has had an especially strong showing in the four-to-six age group, but younger and older children are also fans. It was estimated that one in every five children in the UK has seen Q Pootle 5.

