

BIG & SMALL



Big and Small Licensing Newsletter July 2009

Recommissioned till 2011! – The big news in the world of Big and Small this month is that Michael Carrington, the controller of CBeebies, has ordered 26 more episodes of *Big and Small*. **This will take the number of episodes to 78x11' and marks a significant commitment to the brand by the channel.**

Michael Carrington said "*The strong, character-driven stories and great sense of fun have quickly established it as one of CBeebies most popular programmes.*"

Licensee Meeting – Many thanks to all those who attended our licensee meeting this month. It was great to see you all and hear your updates. As you may have noticed, this month's newsletter is adorned with some of the final designs from our licensees, and they're looking fab!

Here's a quick recap of where everybody is up to:

Harper Collins – secured several retailers for launch of their first two storybooks, 'Meet Big, Meet Small' and 'Quick, Quick, Snow!'

Fashion UK – Designs approved, now moving into production.

Avanquest – Learning and activity based CD Rom now complete. Retail conversations underway.

ITV DVD – Second DVD now being designed, including 3 new music videos as extra features.

Jumbo – Designs approved for jigsaw puzzles, now moving into production. Retail conversations underway.

Welcome 'Little Star Creations' – A big hello to our latest licensee! They will be developing magnetic height charts and children's headphones.

Brand Licensing – **Big and Small will be on Start Licensing's stand number 350**

There'll be more about this in next month's newsletter, but just to mark your card again for the first day of the show, Wednesday 30th September, when we'll be taking over the TV Lounge from 12.00pm. Lenny Henry himself will be kicking proceedings off in his own inimitable style, followed by clips, short presentations and even a chance to meet Big and Small themselves. This'll be a great opportunity to bring retailers along and show them how great a brand *Big and Small* really is.

Big, Small, Amazing, Great – The coolest character costume came to town again this month, when Big and Small visited the Amazing Great Children's Party at Battersea Park on 1st July. The event, in aid of Children with Leukaemia, was a great success, and Big and Small were delighted to meet their adoring fans. It was like Beatlemania all over again.

That's all from me, I'm going to go tickle some frogs.

Until next time...



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