

chorion


 Global
Partner

STAND 540

Chorion
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Chorion is a leading provider of quality family entertainment for the international marketplace. Chorion's portfolio includes *Mr. Men and Little Miss*, *Beatrix Potter*, *Paddington Bear*, *Noddy*, *OLIVIA*, and *The World of Eric Carle*. Chorion brings brand management savvy and creative vision to the development of these global consumer products franchises. www.chorion.co.uk



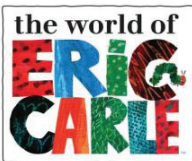
The momentum for the **Mr. Men and Little Miss** franchise continues with more products for fashion conscious young adults available and the children's consumer products programme in full swing. The second season of **The Mr. Men Show** will air on Five in the UK and other leading broadcasters around the world.



OLIVIA is today's girl! Based on the award winning book series, **OLIVIA** will air on over 120 broadcasters around the world. Key partners include Spin Master for global master toy, Sony Pictures Home Entertainment for global DVD (ex US) and Simon & Schuster (UK and US) for TV tie-in books.



The celebrations for **Noddy's** 60th Anniversary continue with the brand new hit TV series, *Noddy in Toyland*, airing on Five in the UK and France 5. Initiatives include a new toy range, inspired by *Noddy in Toyland*, which debuts at leading retailers in key markets this Autumn.



The World of Eric Carle brand celebrates the 40th Anniversary of *The Very Hungry Caterpillar*. Brand initiatives include a successful launch of a new apparel range for children in the UK. In Europe, agents in Germany and Benelux are working closely with publishing partners and new licensees to further expand the brand.