

PARRAGON PARTNERS WITH *THE WORLD OF ERIC CARLE* ON A CREATIVE PLAY AND GIFT PROGRAM IN THE UNITED STATES OF AMERICA AND CANADA

Renowned illustrator's designs to be featured in a dynamic range of activity, stationery and creative gifts starting February 2016.

For Immediate Release

NEW YORK, May 28 2015. [Parragon](#), global creator of books and gifts, and [The World of Eric Carle](#), the award-winning brand based on works by the acclaimed children's author and illustrator, have partnered to create a new and exciting collection of children's novelty stationery, activities and gifts featuring Carle's signature artwork, including the beloved '*The Very Hungry Caterpillar*'. The Joester Loria Group, worldwide licensing agent for The World of Eric Carle, brokered the deal.

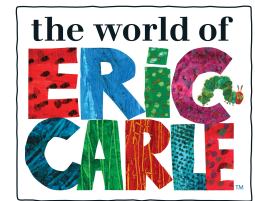
Beginning in February 2016, Parragon will launch an initial range of new interactive, novelty formats and creative gift sets featuring Carle's distinctive art and iconic characters. The range will offer a variety of innovative product formats, from activity pads with collectible cover-mounted gifts and toys, and carry-along activity sets, to the exciting premiere of Parragon's new-to-market formats, including a '*Storytime 4-in-1 Activity Game Set*', an '*Activity and Jigsaw Puzzle Set*', a '*Show & Tell A Story Set*' and more. Parragon's extensive distribution into retail and direct to consumer sectors will ensure *The World of Eric Carle* will be readily accessible throughout the USA and Canada.

Wendy Friedman, President - Creative at Parragon said "*The World of Eric Carle presents a tremendous opportunity for Parragon, and we are greatly looking forward to combining the rich heritage of Eric Carle's cherished artwork with our market-leading product to inspire and delight both children and their parents*"

Eric Carle is known for his beautifully illustrated, award-winning picture books. '*The Very Hungry Caterpillar*' is recognized as one of the top children's books of all time, selling over 39 million copies since publication in 1969, in 60 languages. In his lifetime, Carle has written and illustrated more than 70 picture books, which have sold over 128 million copies globally.

"*We are delighted to welcome Parragon to the World of Eric Carle family of partners,*" said **Debra Joester, President at The Joester Loria Group.** "*Their innovative products are ideally suited to Eric Carle's art and content, and will inspire children to explore and create.*"

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About Parragon

Parragon is a leading global content creator of books and gifts for all ages. It is also one of the largest licensed publishers in the world, representing brands such as Disney, Marvel, Mattel, Nickelodeon and Discovery Kids. For more than 25 years, it has produced innovative and high-quality product formats that have delighted consumers and inspired a lifelong love of books, games, learning and play. Parragon conceives and creates more than 2000 new product concepts annually and distributes over 50 million dynamic books and gifts to more than 35 global markets. For more information, visit www.parragon.com

About The World of Eric Carle™

The World of Eric Carle™ is a design-driven licensing and merchandising program based on the beloved picture books by Eric Carle. A prolific author and artist, Eric Carle has written and illustrated more than seventy books which have sold over 128 million copies worldwide. Like his books, The World of Eric Carle brand draws upon Eric Carle's approach to creativity, discovery, play and development. Licensing and merchandising programs are ongoing in the US, Japan, UK, Australia and Europe. For more information, please visit: [www.Facebook.com/theworldofEricCarle](https://www.facebook.com/theworldofEricCarle).

About The Joester Loria Group

The Joester Loria Group, www.joesterloriagroup.com, is a full-service licensing and marketing agency providing its clients with a full array of services, including strategic planning and implementation of licensing strategies that encompass robust marketing and retail initiatives. The Joester Loria Group represents Pepsi-Cola North America; Constellation Brands beer portfolio including, Corona Extra, Corona Light, Modelo Especial, Negra Modelo, Pacifico, and Victoria beer brands; Kellogg's portfolio of cereal and snack brands; celebrity chef Fabio Viviani; fashion blogger and creator of SongofStyle.com, Aimee Song; designer Amy Coe, National Geographic Channel's Brain Games; The World of Eric Carle™ based on the beloved children's picture books franchise; YouTube sensation SMOSH; Entenmann's; Dew Tour, the #1 action sporting event in North America; Waste Management; Hearst Corporation's Car and Driver, Road & Track and Popular Mechanics.