

## pressrelease

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LONDON

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### **Bulldog acquires rights to Little Ewe**

#### ***Keen industry interest in debut property from new company***

Bulldog Licensing has announced two major deals as part of the licensing programme for its first property.

The newly-formed company has acquired the rights to the design-led property Little Ewe and key licensees have been flocking to Bulldog managing director Rob Corney.

Bulldog is delighted to announce that Danilo has acquired the license for greetings cards, wrap and tags and Posh Paws has taken a licence for plush toys and gifts.

Comments Rob Corney: "Our core areas are greetings cards and gifts and I am pleased to announce that Danilo and Posh Paws share our enthusiasm for this marvellous property. These two companies form a Dream Team for these particular areas and I am really glad that they have come on board."

Corney also says retail response to Little Ewe has also been extremely enthusiastic which augurs well for the licensing programme.

Little Ewe is a sheep who was wandered away from the flock and got lost. On his travels he meets up with friends such as Popcorn Pig and Lilac Moo, a cow. Whenever he meets his friends they give him a hug to help him on his journey.

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Rob Corney says hugs are key to the concept behind Little Ewe which is one reason why it is the perfect gift property.

Says Corney: "When people hug they tend to lean to the right which puts their two hearts together. It might sound a bit cheesy to talk about two hearts beating as one but it's true, and it's the perfect metaphor for Little Ewe."

Among the events planned in the future is a charity fund-raising venture aimed at getting the largest number of hugs in a specific time period. Bulldog Licensing will be contacting a number of major shopping centres with a view to playing host to the Little Ewe Hugathon.

Little Ewe is the creation of World of Wishes Ltd - recently formed by three successful giftware and greetings creative's, who's track record includes creating best selling character lines for big names such as M&S, Hallmark and Birthdays.

Little Ewe is the first of many properties planned to emerge from the World of Wishes - a world where wishes come true.

Bulldog expects to announce more details of the Little Ewe licensing programme at Brand Licensing.

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