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GOLDEN BEAR SIGN MASTER TOY LICENSE FOR THE SOOTY SHOW

Redan Alchemy LLP is delighted to announce a deal with *Golden Bear* as master toy partner for the iconic *Sooty Show*. A brand new toy line for the UK and Eire covering plush and plastics will be launching in Autumn 2014.

The longest running kids TV show in the world is hotter than ever, shown daily on CITV and on weekends on ITV, the second series of *The Sooty Show* is attracting well over 160K viewers an episode and it is in the top 25 most viewed programmes on the whole of ITV player.

Golden Bear is one of the UK's biggest names in toy manufacturing, with more than 30 years experience in quality toy production representing some of the country's most popular children's properties. It joins a raft of new signings that will see among others, new ranges of apparel, jewellery and magazine publishing launched over the coming year.

Sooty brand owner Richard Cadell, said: "Sooty, Sweep, Soo and I are delighted that *Golden Bear* is our Master Toy partner. Their reputation for high quality product and success at retail, coupled with their history as a previous licensee of Sooty, makes them the perfect fit for the brand. I'm really looking forward to working with their team to develop superb toys for the new generation of Sooty fans."

Christine Nicholls, Vice Chairman & Director of Product Development at *Golden Bear*, says: "We are so pleased to have been granted the master toy licence as Sooty is very close to our hearts! It's really exciting to see a property we have worked with in the past come back stronger than ever. Sooty's timeless appeal is working its' magic on a new generation of children and we are looking forward to developing a range of products to appeal to fans both old and new!"

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For more information on Sooty and Redan Alchemy please contact Emily Bell on 01743 364 433
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About Redan Alchemy LLP: Redan Alchemy LLP has been created by Redan Publishing Ltd, the UK's leading independent publisher of children's magazines, to represent their IP rights, in-house characters and third party brands for licensing.