Autumn/Fall 2018

TOTAL LICENSING

MEDICINEMA SCREEN FOR DISNEY'S CHRISTOPHER ROBIN

Disney recently announced a groundbreaking collaboration with MediCinema to hold nationwide preview screenings of their newly released film Christopher Robin a day before the film released in the UK, with all box office proceeds going to MediCinema.

The initiative, saw a wide range of cinema operators across the UK – including a number of the major cinema chains, hold previews of the film with all proceeds from exhibitors and Disney going to MediCinema, helping seriously ill children and adults to enjoy a shared movie moment together with their loved ones.

MediCinema, founded in 1999, builds and runs state of the art cinemas in hospitals and is dedicated to improving the well-being of patients, their families and carers across the UK through the magic of the shared cinema experience.

Together with Disney, who are a long standing supporter, the charity brings comfort and inspiration to families with children facing serious illness.

British actor Ewan McGregor, star of Christopher Robin and MediCinema patron showed his support for the initiative by launching a call to action urging people to donate to the charity by purchasing tickets to the preview.

Lee Jury, Head of Walt Disney Studios Motion Pictures UK & Ireland said, "As a founding partner of MediCinema, we've seen the comfort and inspiration film can bring to seriously ill children and those closest to them. Being able to spend quality time together helps build emotional resilience, giving them the strength and ability to cope. We hope these special screenings of Christopher Robin will enable MediCinema to create many more moments that matter for patients, and we're excited to be the first studio to be part of this wider industry initiative."

VIP IN GERMANY TO REPRESENT RACHAEL HALE BRAND

VIP in Hamburg has recently signed to represent the Rachael Hale brand. A $900 million dollar brand with currently more than 85 licenses in 60 countries around the world, according to licensor Jewel Branding in the USA, Rachael Hale's animals outsell other animal brands two to one at leading chain stores.

V.I.P. President Michael Lou is very optimistic about the prospects of this evergreen brand, despite the fact that animal images are not really new to the German speaking markets.

"The matchless variety of over 3.000 images, 895+ design concepts, 200+ graphic elements and 75+ patterns for building product collections beats every competitor around." said Lou.

brands

Buffycats pawe
new adventures

#R7.H2

Rainbow
via Brecce 60025 Loreto (AN) Italy
Tel. +39 071 750 67 500 • www.rbw.it

For TV Sc

For Licensing opportunities: licensingdept@rbw.it