



Designer Nick Graham Signed to Oversee Dr. Seuss 50th Anniversary Collection of "The Cat in the Hat" and "How The Grinch Stole Christmas"

Nick Graham of the 100 Minute Company announced today the signing of an exclusive contract with Dr Seuss Enterprises to design and market the 50th Anniversary Collection of "The Cat in the Hat" and "How the Grinch Stole Christmas".

San Francisco, CA, June 10, 2006 --(PR.com)-- Nick Graham of the 100 Minute Company announced today the signing of an exclusive contract with Dr Seuss Enterprises to design and market the 50th Anniversary Collection of "The Cat in the Hat" and "How the Grinch Stole Christmas".

The first part of the program entitled "Project 236", is based on the fact that in 1957 Ted Geisel was given 236 words by 3 educational experts and was told to use those words to write a book that Children wouldn't put down. The first words on the list that rhymed were "cat" and "hat". And the rest, they say, is history.

"This is definitely a dream come true," Graham said. "To work with such American Classics as the Cat and The Grinch has got to be one of the best projects I've ever had the privilege to work on."

Susan Brandt, EVP of Dr Seuss Enterprises said, "DSE is thrilled to be working with Nick Graham. We conducted a thorough search to find just the right designer; we needed someone innovative, creative and fun, someone who would do justice to these amazing characters. Nick fits that bill perfectly."

Strategically the companies are in the developmental stages of the program that will coincide with the 50 year birthday of the properties, created by Ted Geisel, better known as Dr Seuss. Written in 1957, both books and their characters became instant classics and forever changed the way children learned to read. Those and other books that Geisel wrote have sold over half a billion copies worldwide.

"We are working on plans as we speak, but what you will see is a holistic approach to the whole Seuss brand with relationships between key retail partners, key product suppliers and of course Random House, the publisher of all Seuss books.," Graham said, "As far as product categories are concerned we are going to dramatically expand the brand into apparel, accessories, home furnishings and gifts. We are also looking at adding a "Seuss Cature" collection of higher end products with other well known luxury brands."

Also in the plans is an integrated campaign between the National Education Association, Random House and First Book to increase reading awareness in the United States. Ms. Brandt said "It is critical to us that we remember why the publication 50 years ago of The Cat in the Hat is important. The Cat in the Hat changed the way children learned to read in this country. It made and continues to make a difference in increasing literacy among children across the globe. We want to challenge everyone to think about what they can and should do to improve literacy."

Products from the new collection will be in select retail stores Nationwide beginning January 2007.



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About 100 Minute Company

100 Minute Company is Nick Graham's leading-edge consulting group that takes a 360 degree view of the issues facing brands today. The San Francisco-based creative house produces Graham's designs, as well as providing consulting services to companies in fashion, retail, advertising and the entertainment industry.

About Dr. Seuss Enterprises, L.P.

Executive Vice President Susan Brandt heads the Dr. Seuss Licensing and Marketing office. The primary focus of the office is to protect the integrity of the Dr. Seuss books while expanding beyond books into licensed merchandise. The licensing effort is a strategic part of the overall effort to strengthen and protect the relationship consumers have with Dr. Seuss characters. Theodor Geisel (Dr. Seuss) said he never wanted to license his characters to anyone who would “round out the edges”. That is one of the guiding philosophies of Dr. Seuss Enterprises.

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