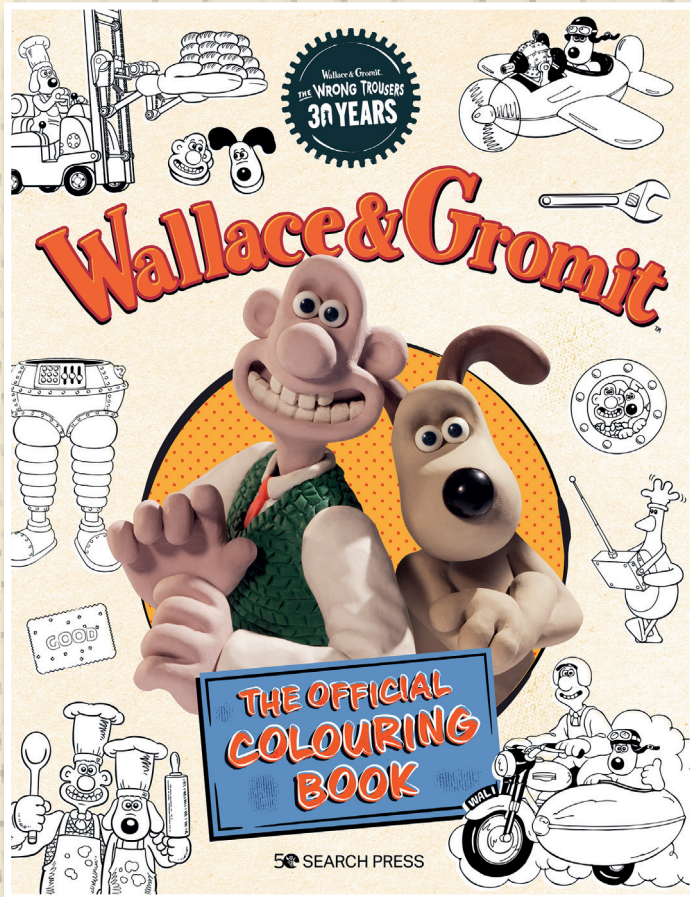
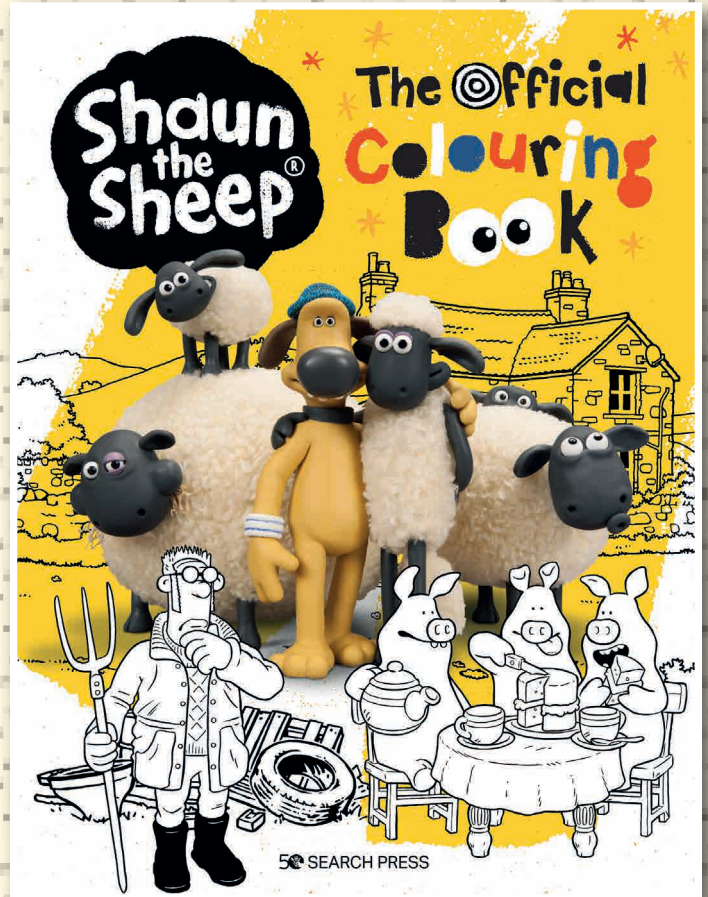


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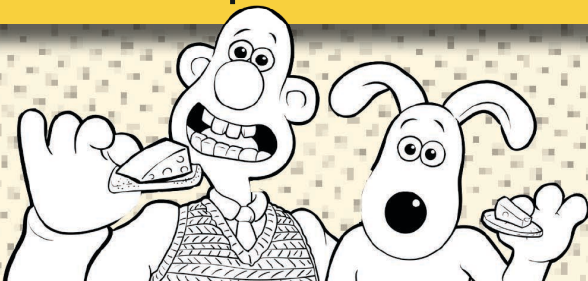


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Search Press Ltd is delighted to announce a licensing agreement with award-winning independent animation studio Aardman. The new partnership, which was introduced by Start Licensing, will publish practical art and craft titles relating to the Wallace & Gromit and Shaun the Sheep characters.

Sam Warrington, Publisher at Search Press, the global market leader in the sector, states:

"We're very excited about working with such iconic brands as Wallace & Gromit and Shaun the Sheep. While quintessentially British, the wonderful stop-motion animations have proved massively popular the world over. That popularity is only going to increase as *The Wrong Trousers* celebrates its 30th year in 2023, and the Aardman team have plenty more new and exciting projects ahead. The books that we'll be publishing will encourage creative people everywhere to become involved in making figures and images from these great films.

"We'll be launching the relationship with two colouring books for children in March 2023: Official Colouring Books for Shaun the Sheep and Wallace & Gromit. Following on from that, we'll be publishing at least two new titles per year, which will include crochet, knitting and needle felting project books as well as related art and drawing titles. We'll also be looking at guides to clay modelling and animation. We're developing a fabulous publishing programme that will reflect the fun and humour of these well-loved characters."

Jess Houston, Senior Manager Product Development & Publishing at Aardman, says:

"We are excited to be working with Search Press on this new range of crafting titles. The products will bring fan favourites to life via different art and craft mediums, to entertain and inspire children and their families. Children can play and have fun recreating their favourite characters, outfits and props from the shows, whilst also nurturing their creative skills. From colouring in, to crochet and amigurumi, there will be lots of options to choose from!"

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