



## **Lawless Entertainment and Suzy's Zoo Announce New Licensing Agent**

### **FOR IMMEDIATE RELEASE**

Contact: Sondra Contino, Lawless Entertainment, (949) 419-6156, [sondra@lawlessent.com](mailto:sondra@lawlessent.com)

**San Diego, CA / Paris, France, June 3, 2014** – Lawless Entertainment is pleased to announce the appointment of Paris-based The Agency to represent Suzy's Zoo in France and Benelux for licensing and merchandising.

The Agency will utilize the characters of Classic Suzy's Zoo and Little Suzy's Zoo to further introduce the brand throughout the France and Benelux territories.

Based in Paris, France, The Agency is an independent licensing agent focusing on classic properties. The Agency represents Moomin, Little Nick or Pinocchio in France and Benelux. The Agency's first priority is publishing sector to establish Suzy's Zoo on their market, followed by bedding, baby products, toys & games, stationery, etc.

Lawless Entertainment is the worldwide agent for Suzy's Zoo.

"Suzy's Zoo is pleased to be represented by The Agency, and looks forward to working with them to grow Suzy's Zoo in this important part of Europe," **Suzy's Zoo creator, Suzy Spafford**. "It's very exciting indeed!"

"The Agency is proud to add Suzy's Zoo to its portfolio," says **Alexia Delahaye, Partner at The Agency**. "We are confident that these adorable characters will meet success in our territories because they deserve it."

"After more than 46 years since the first greeting card was sold, Suzy's Zoo has proven itself as an evergreen property with a worldwide fan base," says **Cathy Malatesta, President of Lawless Entertainment**. "We are very pleased to work with Eric Edery and Alexia Delahaye of The Agency as they bring the lovely characters of Suzy's Zoo into France and Benelux."

**Visit Suzy's Zoo at the upcoming Licensing International Expo in Las Vegas June 17-19 at booth E75. To schedule a meeting during the show, please contact Sondra Contino [Sondra@LawlessEnt.com](mailto:Sondra@LawlessEnt.com) or 949-419-6156.**

\* ENDS \*

### **Notes to Editors:**

#### **About Lawless Entertainment**

Lawless Entertainment is a Los Angeles-based company that creates, co-produces, distributes and markets both animated and live-action programming throughout the world for both film and television that is headed up by President Cathy Malatesta. Lawless works with content

providers and has relationships with top film, television, home video, online and mobile distribution entities throughout the world.

For more information contact Sondra Contino at (949) 419-6156 or visit [www.lawlessent.com](http://www.lawlessent.com).

### **About Suzy's Zoo**

Suzy's Zoo was established in 1968 by award-winning San Diego artist, Suzy Spafford. Deriving from Suzy's own childhood memories, it evokes the spirit of a time when kids were free to explore their surroundings and have adventures of their own making.

The stories begin when Suzy Ducken and her next-door neighbor Jack Quacker decide to build a tree fort in the big old tree between their houses. Their nearby neighbor Corky Turtle is the ballast of the group with his scientific and practical ways of making things work. Suzy's best-friend, the girly and opinionated Emily Marmot, is the comedy relief, with the redeeming quality of ALWAYS bringing the refreshments for their adventures. Jack, the leader of the group, has a burning desire to be able to fly all over Duckport and the entire Beak Isles. Ever-impatient, he is always trying out a device to get him airborne. Suzy is the straight-man in the group, with her even temperament and diplomatic ways. But she has her moments of frustration, too—especially about Jack. Tagging along is the pesky but lovable Ollie Marmot, Emily's twin. Ollie competes with Jack for speed and bravado. Their adventures are about invention, involvement, cooperation, sharing, and exploration—and involve junkyards, tools, dirt, attics filled with old stuff, school, family, chores, the other interesting characters in the town of Duckport, and a sense of belonging to a widely mixed community of animal folk.

There is another character group in Duckport—the little toddler duck Witzzy and his stuffed animal friends Boof, Patches, Lulla and Ellie Funt. Witzzy is Jack Quacker's young cousin. Witzzy's adventures are mostly limited to his backyard where he is watched over by his mostly-unnoticed momma. And there is a third character set--Wags and Whiskers, all about dogs and cats, and centers around a shaggy sheepdog Kirby Harrington and his nemesis Natasha, the way-too-cool black and white kitty. Each character set features well-drawn illustrations of personable (mostly!) characters to create a familiar-seeming and friendly universe.

There are many superb licensing partners that sell Suzy's Zoo images on such products as infant clothing, greeting cards, bedding, books, tableware and games. These products can be found in the mass market as well as in specialty stores.

For more info visit [www.suzyszoo.com](http://www.suzyszoo.com) or [www.witzzyandfriends.com](http://www.witzzyandfriends.com).

### **About The Agency**

The Agency is a Paris-based independent licensing agency created by Eric Edery and Alexia Delahaye, both coming from Propertiz/Method Animation where they have handled The Little Prince worldwide for the past five years. Focusing on evergreen properties from publishing sector, the team has also a strong background in animation film and TV Series and is used to work worldwide with an important agents network.

For more information contact Alexia Delahaye at +33 6 77 61 44 86 or [alexia@theagency-lm.com](mailto:alexia@theagency-lm.com)