

**PRESS RELEASE**

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FOR IMMEDIATE RELEASE

## Turner Licensing Launching 'Jimmy The Bull' Collection in Spring 2018

*Through an exclusive licensing partnership, Rafael Mantesso's 'Jimmy The Bull' artwork will become available on a variety of new products*

Waukesha, WI. January 9, 2018 – Turner Licensing, an industry leader in sports calendars, stationery, and gift products and The Brand Liaison are proud to announce a new partnership with pop artist Rafael Mantesso and his loveable 'Jimmy The Bull.' Under this new license, Turner Licensing will offer an assortment of gift and specialty products featuring 'Jimmy The Bull' on calendars, planners, note cards, journals, drinkware and gift packaging. They will be available at retail stores throughout the United States and Canada and online at [www.turnerlicensing.com](http://www.turnerlicensing.com) in summer 2018.

'Jimmy The Bull' images are created by placing the beloved pet within hand-drawn illustrations – from sunglasses to city skylines. 'Jimmy the Bull' licensing includes hundreds of charming and humorous images that combine photography and freehand illustrations. Since its first release in 2015, the whimsical drawings of 'Jimmy The Bull' have captured the world's attention as the images were broadcast across social media becoming an immediate international sensation. As heartwarming as he is hilarious, 'Jimmy the Bull' continues to delight animal lovers everywhere.

"We are excited for the launch of this new collection, which will feature the charming and cheeky images chronicling Rafael's and Jimmy's relationship and adventures," shared Michelle Rand, Turner Licensing Brand Manager. "Turner Licensing is such a great company and a perfect fit for Jimmy The Bull," expressed Brand Liaison's, Marcy Silverman. "We're excited to see what else they come up with," she added.



### **About IG Design Group**

IG Design Group is engaged in the design, manufacture, and distribution of stationery, calendars, gift packaging, greetings, and creative play products. The Company's geographic segments include UK and Asia, Europe, Americas and Australia. IG Design Group is also involved in branded, licensed, bespoke and Christmas crackers. The Company works closely with customers to develop gifts for Christmas and other special occasions. Within their diversified portfolio, the LANG Companies, Inc. is marketed under three widely-recognized, company-owned brands; LANG®, Wells Street by LANG® and Turner Licensing™. Turner Licensing specializes in producing licensed calendars, stationery, and gift products.

### **About Jimmy The Bull**

When Rafael Mantesso's wife left him, she took everything except their beloved bull terrier, which she'd named after her favorite shoe designer, Jimmy Choo. With Jimmy as his only companion, Rafael found inspiration in his best friend, blank walls, and a magic marker. Their Instagram feed became an immediate worldwide sensation followed by his first book entitled "A Dog Named Jimmy" featuring a collection of tongue-in-cheek imagery. Now, Jimmy the Bull licensing includes hundreds of charming and cheeky images chronicling the owner and dog's relationship and adventures, combining photography and free-hand illustrations. Jimmy and Rafael are managed internationally by Alan Nevins of Renaissance Literary and Talent in Los Angeles.

### **About The Brand Liaison**

The Brand Liaison is a premier licensing agency focused on creating new revenue streams for our clients through licensing, strategic partnerships and other brand extension programs. For licensors, our goal is to commercialize opportunities that will extend our clients' brands into cohesive product categories to maximize their licensing potential. For manufacturers, we assist in acquiring brands and developing strong licensing programs to create long-term retail success. In each case, we work closely with our clients to ensure that our brand extension activities complement the strategic goals and objectives of each client and brand that we represent.

For more information regarding this press release, please visit [www.TheLANGCompanies.com](http://www.TheLANGCompanies.com) or contact:

Julie Smith  
Chief Marketing Officer  
IG Design Group | The LANG Companies, Inc.  
[jsmith@thelangcos.com](mailto:jsmith@thelangcos.com)

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