



THE CARE BEARS™ OFFICIALLY ENTER CHINA WITH HARVES 爱心小熊携手华锐正式登陆中国

*China-based Harves and US brand-owner Cloudco Entertainment
sign an exclusive, long-term partnership
中国华锐与美国 Cloudco 娱乐正式签署长期独家合作协议*

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中国北京，美国加利福尼亚州洛杉矶（2020年2月21日）

Harves, a global next generation experience firm, and Cloudco Entertainment, the US-based Care Bears' IP-owner, content producer and global distributor, jointly announced an exclusive, long-term partnership to extend the Care Bears brand into China. The two will work together to create deep, new relationships with millions of Chinese families and children.

华锐，全球新生代体验公司和美国“爱心小熊（Care Bears）”的知识产权持有方、内容制作和全球分销商 Cloudco 娱乐联合宣布了一项长期的独家合作关系，将“爱心小熊（Care Bears）”品牌扩展到中国。双方将共同努力，与数百万中国家庭和儿童建立深厚的全新关系。

With this partnership, Harves becomes the master licensee of the brand's consumer product, brand-licensing, and omnichannel retail distribution in China across all categories. The company will also develop new products for the Chinese market. Additionally, Harves will create and operate Care Bears-themed family entertainment experiences. The concept in development and the flagship site will be unveiled early in 2020, the first of many such properties the companies envision.

在双方的这次紧密合作中，华锐将成为该品牌商品、品牌授权和中国所有类别的全渠道零售分销的主要许可方。该公司还将特别为中国市场开发全新产品。此外，华锐还将创建和运营以“爱心小熊”为主题的家庭娱乐体验。开发中的概念和旗舰店将作为华锐计划中一些同类资产的首个面世产品，于2020年初揭晓。

The Care Bears were created and launched in 1982 at American Greetings, inspired by the hand-painted artwork of master illustrator Elena Kucharik. Since their debut, the Care Bears have brought the values of caring and sharing to generations of children and adults via their animated TV series and movies. They have become part of the culture for hundreds of millions of fans worldwide. Their message of cooperation and understanding has helped the brand generate more than \$5B of worldwide retail sales. This is their first foray into China.

爱心小熊是 1982 年在美国贺卡公司创作和首次推出的，灵感来自插画大师埃琳娜·库查里克（Elena Kucharik）的手绘艺术品。自问世以来，“爱心小熊”通过其动画电视剧和电影将关爱和分享的价值观带给了一代又一代的儿童和成年人。对他全世界数亿粉丝来说，“爱心小熊”已经成为文化的一部分。他所传递的合作和理解的品牌内涵，帮助该品牌在全球实现超过 50 亿美元的零售额。而此次合作将是他们第一次进入中国市场。

Bo Zhang, Chairman of Harves, believes the Care Bears represent an exciting and unique opportunity to introduce such well-loved characters to Chinese children and their families:

华锐董事长张博认为，爱心小熊代表了一个激动人心的独特契机，来向中国孩子和他们的家庭介绍这些深受喜爱的人物形象：

“Harves is committed to bringing the world’s most iconic brands and cultural experiences to families across China. I know that the Care Bears’ messages of caring, sharing, fun and inclusiveness will connect with all generations of Chinese families. We are excited that Cloudco shares this vision and look forward to working with them – and the Care Bears – to entertain and delight their newest fans.”

“华锐致力于将全球最具标志性的品牌和文化体验带给中国各地的家庭。我知道，爱心小熊所传递的关爱、分享、乐趣和包容的理念，将与中国家庭的不同代际成员联系在一起。我们很高兴 Cloudco 分享了这一愿景，并期待着与他们以及爱心小熊合作，让新近成为‘爱心小熊’粉丝的人们感受到愉悦和欣喜。”

Added Sean Gorman, President of Cloudco Entertainment:

Cloudco 娱乐公司总裁肖恩·戈尔曼补充道：

“We could not be more excited to have found such dedicated and talented partners for the Care Bears in Harves. Their deep experience in ideating, designing and constructing bespoke and immersive experiential entertainment centers is impressive enough, but the specific care, detail and creativity that they’ve applied to the Care Bears is beyond superlative. We’re excited to count Harves as a partner and look forward to working with them to make the Care Bears as fun, authentic and meaningfully connective to children, families and fans of all ages.”

“我们十分高兴可以为‘爱心小熊’找到华锐这样敬业和充满才华的合作伙伴。他们不仅在构思、设计和建造定制和沉浸式体验式娱乐中心方面的丰富经验令人印象深刻，而且对‘爱心小熊’的关怀、细节和创意也表现出超群的顶尖水平。我们很高兴能将华锐视为合作伙伴，并期待着与他们合作，让爱心小熊变得有趣、真实，并与各个年龄段的孩子、家庭和粉丝建立有意义的联系。”

IMG-Asia will continue to provide brand support for Care Bears in country as an agent of Cloudco.

IMG 亚洲将继续作为 Cloudco 的代理商，为国内的爱心小熊提供品牌支持。

ABOUT HARVES

关于华锐

A global firm with offices in Washington DC, Beijing, and Shanghai, Harves creates next generation engagements that connect new audiences to global culture, including immersive physical experiences, training and learning platforms, and O2O retail programs. Recently in China, Harves and the iconic Manchester United Football Club announced their partnership to develop branded entertainment and experience centers across the country. For more information, visit www.harves.com.

华锐是一家在华盛顿、北京和上海设有办事处的跨国公司，创造了将新的受众与全球文化联系起来的全新互动体验，包括身临其境的感官体验、培训和学习平台以及线上线下电商零售计划。近期，华锐成功地与世界上最著名的足球俱乐部-曼联足球俱乐部正式建立了合作关系，在中国多地建立品牌娱乐和体验中心。有关更多信息，请访问 www.harves.com。

ABOUT CLOUDCO ENTERTAINMENT

关于 CLOUDCO 娱乐

Cloudco Entertainment, formerly American Greetings Entertainment, is the owner for iconic entertainment brands such as Care Bears™, Holly Hobbie™, Madballs™, Packages from Planet X™, Twisted Whiskers™, Buddy Thunderstruck™ and its newest IP, Tinpo™. Cloudco Entertainment develops multi-platform entertainment franchises across all media channels and extensive consumer merchandising programs that immerse children and adults in brands they love.

Cloudco Entertainment 前身为美国贺卡娱乐公司，是 Care Bears™、Holly Hobbie™、Madballs™、Planet X™、Twisted Whiskers™、Buddy Thunderstruck™及其最新 IP Tinpo™等标志性娱乐品牌的所有者。CloudCo 娱乐公司在全媒体渠道开发多平台娱乐特许经营权，并开发大众化的消费者商品，让儿童和成人都可以沉浸在他们喜爱的品牌中。

ABOUT CARE BEARS™

关于爱心小熊™

Introduced in 1982 through consumer products, greeting cards, and later an animated CGI television show, Care Bears is one of the most popular and endearing children's properties in the world. Fans of all ages love these huggable bears from Care-a-Lot who inspire all to have fun, share and care. No strangers to television screens, they first appeared in their own television specials in 1983 and 1984, and then made the leap to the big screen in 1985-87 with *The Care Bears Movie* trilogy. They got their first television series from 1985 to 1988, which is currently available to watch on Netflix. *Care Bears & Cousins*, a Netflix original series, launched in fall 2015, and continues to delight fans around the world. *Care Bears: Unlock the Magic*, a 2D animated series featuring a new look and home for the bears, launched early 2019 on Boomerang.

1982 年通过消费品、贺卡和后来的动画 CGI 电视节目推出的“爱心小熊”是世界上最受欢迎和喜爱的儿童用品之一。各个年龄段的粉丝都喜欢这些惹人喜爱的小熊们，它们激励着所有人去享受欢乐、分享和关爱。他们对电视观众并不陌生，在 1983 年和 1984 年首次出现在自己的电视专题片中，然后在 1985 年至 1987 年凭借《爱心小熊》电影三部曲跃升到大银幕。他们从 1985 年到 1988 年出演了第一部电视连续剧，目前该剧可以在 Netflix 上观看。《爱心小熊与他们的兄弟姐妹》是 Netflix 的原创系列，于 2015 年秋季推出，让全世界的粉丝们持续欣喜若狂。《爱心小熊：开启魔法》是一部 2D 动画剧集，以全新面貌的小熊形象和家园为特色，于 2019 年初在 Boomerang 卡通电视频道上推出。

Website: www.carebears.com

Facebook: www.facebook.com/CareBears

Twitter: www.twitter.com/CareBears

Instagram: www.instagram.com/CareBears

YouTube: <http://www.youtube.com/CareBears>

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