



## **CLOUDCO ENTERTAINMENT AND HARVES OPEN KALIDICO, THE WORLD'S FIRST CARE BEARS™-THEMED ENTERTAINMENT CENTER, IN SHANGHAI**

**Launch Coincides with Debut of Animated Series *Care Bears: Unlock the Magic* on  
China's Tencent**

**WASHINGTON, D.C.**, Dec. 17, 2020 – Harves, an entertainment and experience developer with offices in China and the U.S., and Cloudco Entertainment, a U.S.-based entertainment studio and Care Bears IP-owner, opened the world's first Care Bears™-themed experience in Shanghai this past weekend. The groundbreaking project, Kalidico, offers a delightfully designed family entertainment experience based on the beloved Care Bears brand.

Simultaneous to the opening of Kalidico, Cloudco and Harves have recently made the entire animated series of 48 x 11' and 2 x 22' specials of *Care Bears: Unlock the Magic* available in Mandarin on the Chinese VOD platform Tencent.

Located on The Bund in Central Shanghai, Kalidico is designed to inspire creativity and imagination. It offers whimsical interactive and content-driven play spaces, a dining experience that appeals to all ages, and official Care Bears merchandise.

Harves, the master licensee of the Care Bears in China, created and developed Kalidico in collaboration with award-winning architectural design firm X+Living, and plans to open several more of the experiential destinations in China. The entertainment properties allow families and design lovers to experience the Care Bears in a new, immersive way that brings the globally recognized characters to life in a growing region for the brand.

“We are thrilled to open the doors so families can enjoy this very special place,” said Harves Global Entertainment CEO Francis Person. “Our creative teams focused on interpreting the magic the Care Bears have offered to families for nearly 40 years. We wanted to create a completely new way to experience the brand. Kalidico fits into the Harves mission of bringing global experiences to the next generation in immersive and exciting ways designed to increase connection.”

“We're excited to introduce this new Care Bears-themed experience to fans of all ages in Shanghai,” said Sean Gorman, President of Cloudco Entertainment. “The Care Bears represent values that are needed more than ever today. Kalidico brings these values to life and offers a beautifully designed experience where fans can enjoy meaningful time together and have fun.”

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### **About Harves**

Harves is a global business group with affiliates in the United States and China. We create and develop top-tier entertainment, experience, and retail properties that bridge brands and consumers across cultures. With our deep network of public and private partnerships, global creative and development expertise, proprietary technology, and best-in-class IP partners like the NBA, Manchester United, and Care Bears, we connect the world's most vibrant markets. Our mission is to deliver enriching experiences from all over the world to your doorstep. In addition to Kalidico in Shanghai, the first Manchester United Theatre of Dreams debuts in Beijing in 2021. For more information visit [Harves.com](http://Harves.com).

### **About Cloudco Entertainment**

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™, Tinpo™ and its newest IP, Boy Girl Dog Cat Mouse Cheese™. 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.

### **About Care Bears™**

Introduced in 1982 through consumer products, greeting cards, and later a series of animated television shows and feature films, 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. The Care Bears first appeared in their own television specials in 1983 and 1984, followed up with a long-running animated TV series and then made the leap to the big screen in 1985-87 with The Care Bears Movie trilogy. More recently the Care Bears could be seen in *Care Bears & Cousins*, a Netflix original CGI-animated series launched in fall 2015 and the brand-new *Care Bears: Unlock the Magic*, a 2D animated series featuring an all-new look and mission for the bears, launched in 2019 on Tiny Pop in the UK and Boomerang and Cartoon Network in the US.

Website: [www.carebears.com](http://www.carebears.com)

YouTube: [www.youtube.com/CareBears](http://www.youtube.com/CareBears)

Facebook: [www.facebook.com/CareBears](http://www.facebook.com/CareBears)

Twitter: [www.twitter.com/CareBears](http://www.twitter.com/CareBears)

Instagram: [www.instagram.com/CareBears](http://www.instagram.com/CareBears)

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