



FOR IMMEDIATE RELEASE

International Partnership for Pencilhead's Kids Club

Perth, WA (14th December, 2020) – Black Wax Entertainment sign commercial development and sponsorship experts, B2.Media, to work on its new premium brand, Pencilhead's Kids Club.

"The partnership between Black Wax Entertainment and B2Media is a significant milestone in the development of the Pencilhead brand. We are excited to partner with such an experienced team in B2Media, developing crucial sponsorship opportunities."

- Tristan Jones, Founding Partner, Black Wax Entertainment

"The team at B2.Media are excited to be working with Black Wax on such a fantastic brand to craft powerful digital and live Pencilhead sponsorship opportunities. Pencilhead's global reach, engaging characters, optimistic, fun and universal themes are very interesting for sponsors - especially now the whole world is online and searching for something new and refreshing."

- Ali Heppenstall, Managing Director, B2.Media Ltd

About Pencilhead's Kids Club

Pencilhead's Kids Club, syndicated in newspapers globally, is a group of cartoon characters based on drawing tools, familiar to kids worldwide! These characters, led by **Pencilhead**, go on exciting adventures to explore their world, discovering its wonders. On their travels, they not only learn to observe and draw, but also the values of friendship and teamwork as only young, enthusiastic people can! **Pencilhead's Kids Club** is a universal brand, based around stationery, creativity, curiosity and fun.

"Children love to draw – they love to be creative – and this gives them something to be creative with, all with one great brand: Pencilhead and all of his friends!"

- Greg Page, AM, original Yellow Wiggle

About Black Wax Entertainment

Black Wax Entertainment is the brainchild of **Jason Sampson** (illustrator and creator of "Pencilhead's Kids Club"), **Tristan Jones** (entrepreneur and creator of AACTA award winning "The Flamin' Thongs"), **Tim Murray** (award winning multimedia developer), **Ian Hale** (award winning executive producer and film distributor), and **Greg Page, AM** (original yellow Wiggle and award winning children's entertainer and musician). Black Wax Entertainment are brand creators and children's entertainment producers, focusing on the pre-primary demographic and the art & craft market space. www.blackwax.tv

About B2Media

B2.Media shape world class sponsorships, commercial partnerships, strategic alliances for rights holders and brands. The team at B2.Media have more than 20 years' experience of executing live and digital partnerships in the media, entertainment, arts and sports sectors and craft socially conscious partnerships that drive impact and commercial return. www.b2mediaworld.com

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