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## Wonder Forge, Inc.™ to Develop New Line of World of Eric Carle Games

**Seattle, WA (October 6, 2015)** – Award winning Seattle-based game maker [Wonder Forge, Inc.™](#), in partnership with [The World of Eric Carle™](#), has announced a multi-year North American licensing agreement to develop preschool games based on the best-selling books by Eric Carle. The new line will feature Carle’s iconic [Very Hungry Caterpillar](#), on two of Wonder Forge’s most popular preschool game platforms—Matching and Surprise Slides™. These new games will debut today with select retailers and media at the Toy Industry’s [Fall Toy Preview Show](#) in Dallas. The Joester Loria Group, worldwide licensing agent for The World of Eric Carle, brokered the deal. Fall Toy Preview Show

“Carle’s signature artwork and award-winning stories are beloved the world over,” said Joel Berman, head of global business development and licensing for Wonder Forge. “His richly-painted and imaginatively envisioned characters have a special place in the hearts of preschoolers and parents alike. Now, the world of Eric Carle will come to life for families in a whole new way—through incredibly fun preschool games.”

“We selected Wonder Forge because we admire their high quality approach to game development and their ability to translate literary properties into creative new game experiences designed to delight preschool-aged children,” said Debra Joester, President at The Joester Loria Group.

The World of Eric Carle is an award winning publishing franchise featuring timeless stories and iconic characters. With 128 million books sold, the brand has been a staple in schools, libraries and homes around the world for over three generations. *The Very Hungry Caterpillar* is one of the top selling children’s books of all time and has been translated into 60 languages, selling more than 38 million copies since its publication in 1969.

### **2015 Games**

**The World of Eric Carle™ The Very Hungry Caterpillar Surprise Slides Game**—Flip some cake and eat it too with the very Hungry Caterpillar. Eat your way through the fruit and snacks alike, before you can build your cocoon and become a butterfly. But, be careful what you eat, a stomachache will set you back! You’ll never know when the food will mix and flip! It’s a different game every time you play! Ages 3+; MSRP \$9.99

**The World of Eric Carle™ Matching Game**—It’s the classic game of picture matching, featuring your favorite characters from the world of Eric Carle! Flip over brightly colored tiles and find pictures from *The Very Hungry Caterpillar*, *The Very Quiet Cricket*, *The Grouchy Ladybug* and more. Ages 3+; MSRP \$7.99



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**About Wonder Forge, Inc.™**

In 2007 a small group of creative professionals with a passion for children's entertainment came together to develop extraordinarily fun, original, quality play experiences. Today, Wonder Forge is proud to offer more than 110 games and puzzles, created in partnership with some of the industry's top licenses, and honored with more than 200 prestigious awards for product excellence, including 5 nominations for the Toy Industry's T.O.T.Y. Toy of the Year Award in the games category. Wonder Forge games are sold at mass and specialty retail outlets nationwide and in 14 countries around the globe. To learn more, visit [www.wonderforge.com](http://www.wonderforge.com) or find us on Facebook ([facebook.com/WonderForge](https://facebook.com/WonderForge)), Twitter ([WonderForge](https://twitter.com/WonderForge)), and Pinterest ([pinterest.com/wonderforge/](https://pinterest.com/wonderforge/)).

**About The World of Eric Carle™**

The World of Eric Carle™ is a design-driven licensing and merchandising program based on the beloved picture books by Eric Carle. A prolific author and artist, Eric Carle has written and illustrated more than seventy books which have sold over 128 million copies worldwide. Like his books, The World of Eric Carle brand draws upon Eric Carle's approach to creativity, discovery, play and development. Licensing and merchandising programs are ongoing in the US, Japan, UK, Australia and Europe. For more information, please visit: [www.facebook.com/theworldofEricCarle](https://www.facebook.com/theworldofEricCarle).

**About The Joester Loria Group**

The Joester Loria Group, [www.joesterloriagroup.com](http://www.joesterloriagroup.com), is a full-service licensing and marketing agency providing its clients with a full array of services, including strategic planning and implementation of licensing strategies that encompass robust marketing and retail initiatives. The Joester Loria Group represents Pepsi-Cola North America; Constellation Brands beer portfolio including, Corona Extra, Corona Light, Modelo Especial, Negra Modelo, Pacifico, and Victoria beer brands; Kellogg's portfolio of cereal and snack brands; celebrity chef Fabio Viviani; fashion blogger and creator of SongofStyle.com, Aimee Song; designer Amy Coe, National Geographic Channel's Brain Games; The World of Eric Carle™ based on the beloved children's picture books franchise; YouTube sensation SMOSH; Entenmann's; Dew Tour, the #1 action sporting event in North America; Waste Management; Hearst Corporation's Car and Driver, Road & Track and Popular Mechanics.

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For more information on our company and games, please visit [www.wonderforge.com](http://www.wonderforge.com)

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