



28<sup>th</sup> August 2009

## **Corinthian Steps Up TV Support With New Sponsorship Partnership**

Corinthian has joined forces with Dolphin TV this September to raise awareness of two of its key brands and expand its media activity.

To kick off the autumn season, Jungle In My Pocket® will be sponsoring the popular TV programme Bindi the Jungle Girl on the Pop Girl channel every day for the whole of September. Bindi is the daughter of the late Steve Irwin and she travels the globe meeting all kinds of amazing animals. This is a perfect brand fit for the collection of Jungle figures and playsets, and animal loving girls will also be given the chance to enter an on-air competition to win some wild Jungle prizes.

Boys will also be entertained throughout September as the Kix channel is taken over by Stink Blasters®, the collection of characters who release gross smells when you squeeze their heads! Every day the Stink Blasters® will bring viewers “Stinky Facts,” and there will also be an awesome competition to win complete sets of the brand new figures.

Vicki Elmer, Marketing Manager at Corinthian, comments “This is the first time Corinthian has included sponsorship in our advertising plans, and we are delighted to be working with Dolphin on some very exciting creative. It’s a really fun way to get the autumn campaigns underway, and demonstrates our commitment to driving our brands through innovative and effective activity that goes beyond spot advertising.”

Candida Jackson, Dolphin TV Sales Director says “We too are delighted to be working with Corinthian and believe that the two brands they have chosen fit

our channels perfectly. Stink Blasters'© truly 'boysie' appeal is what Kix is all about, whilst Jungle In My Pocket© and Bindi are a true match. This activity will not only entertain and reward our viewers, but more importantly will lead to an increase in sales. It is great that our increased investment in programming can deliver these and other great opportunities to toy advertisers”.

You can watch Bindi the Jungle Girl on Sky Channel 626 and tune in to the Stink Blasters® on Kix by going to Sky Channel 627.

- Ends -

For more information, please contact

Vicki Elmer, Marketing Manager, Corinthian Marketing  
Tel: 01494 430333 Email: [vicki.elmer@corinthianmarketing.com](mailto:vicki.elmer@corinthianmarketing.com)

### **Notes to Editors**

#### About Corinthian

Corinthian Marketing is the creator of **ProStars**, **MicroStars**, **Marbz** & other figurines and collectables and distributes the **In My Pocket**® range of collectables and playsets for **Puppy In My Pocket**®, **Jungle In My Pocket**® and **Pony In My Pocket**® under licence from MEG, **Disney MicroWorld**™ under licence from Disney, and **Ben 10™ Micros** under licence from Cartoon Network.

[www.corinthianmarketing.com](http://www.corinthianmarketing.com) [www.puppyinmypocket.co.uk](http://www.puppyinmypocket.co.uk) [www.jungleinmypocket.co.uk](http://www.jungleinmypocket.co.uk)  
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#### About MEG

MEG is an El Segundo, California-based product development, manufacturing and licensing company, specializing in children's character lines, toys and licenses. In addition to Puppy, Kitty, Jungle, Pony and Monster In My Pocket®, some of MEG's other innovative brands include Stink Blasters®, Scent Stars® and Scent Stars Wearables.®, which have been licensed and distributed in over 50 countries worldwide. For more information about MEG, visit [www.megtoys.com](http://www.megtoys.com)

#### About Kix

Kix is a channel devoted to boys and is part of the Pop TV family of channels sold by Dolphin Television. Kix is one of the fastest growing channels in the UK this summer

#### About Pop Girl

Pop Girl is the only TV channel dedicated to girls in the UK and is part of the Pop TV family of channels sold by Dolphin Television.