



## Scholastic Media

\$50M (PUBLIC)

LESLYE SCHAEFER, SENIOR VICE PRESIDENT OF MARKETING AND CONSUMER PRODUCTS,  
+1.212.389.3900

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Scholastic Media has big plans for this year, with its Clifford the Big Red Dog and the launch of the property's own multiyear, fully integrated, cause marketing campaign, Be Big! The company also continues to unravel the mystery surrounding its new multi-platform property, The 39 Clues, with licensing deals in place with University Games, Mead and

Trends International. SM also has big plans for the language-loving superhero Wordgirl. Now in its second season on PBS Kids Go!, SM has lined up new books from Scholastic and games and puzzles from Briarpatch. Wendy's will feature the award-winning I Spy property on a kids' meal promotion this year, and the Goosebumps brand continues to deliver scares with new product from Fox Home Video and Mezco. SM will continue to expand merchandising programs for its other key brands, including The Magic School Bus, Kim Parker Kids, Little Scholastic/Scholastic, Dragon and Maya & Miguel.

