



Digital Media Kit

FOR IMMEDIATE RELEASE

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BINARY BUBBLES AND JOOVIE ENTERTAINMENT CHOOSE BLOOMERS FOR THEIR NEW AUGMENTED REALITY AND ANIMATED TELEVISION SERIES

LOS ANGELES – January 8, 2018 – Bloomers Edutainment, the healthy lifestyle brand for kids continues growing as it inks an agreement with Joovie Entertainment of North Hollywood and Binary Bubbles of Burbank, the cutting edge augmented and virtual reality animation and game company.

Jay Benton and Pete Young, partners at production company, Joovie Entertainment, along with their talented team, are known for their creativity in crafting and consistently delivering high quality kids' content worldwide. According to Benton,

"We immediately saw Bloomers would be a perfect fit for a collaboration with our friends over at Binary Bubbles. We knew they were looking for an exciting new I.P. to pair with their proprietary, mixed reality technology. So, we brought them Bloomers."

Says Lisa Wong, Binary Bubbles CEO,

"Binary Bubbles believes that the future of entertainment technology should feel like magic. Our unique ARVB system integrates into the "Bloomers" world, further expanding the story and characters, while acting as a fun and up to date gardening companion! I love how children (and their plant-challenged parents) can use what they learn from the show and reinforce by playing the game, to grow a garden out into the real world. "

Cynthia Wylie, who was raised on a farm in rural Pennsylvania and graduated with a degree in Agriculture, created the colorful Bloomers characters while trying to get her own children to eat their vegetables.

I originally envisioned Bloomers to be a transmedia brand and had always wanted to do a television show. But I was also drawn to the idea of what I consider to be the future of entertainment, and that is a more immersive and interactive involvement to enhance a child's educational experience. After meeting the great teams at Joovie and Binary, I knew that what they were working on is what I had been looking for.

About Bloomers Edutainment: Originally developed in schools as a curriculum and gardening program, "Bloomers" now has its own unique and patented consumer products, including fun and easy seed starters and colorful growing kits featuring the Bloomers and their message. Products are being sold nationwide through thousands of retailers from Nordstrom to True Value Hardware. They can also be purchased online at BloomersIsland.com. The first, of a series of Bloomers Island books, "*Bloomers Island, The Great Garden Party*", launched on January 16. The next two books will follow shortly: "*Rosey Posey, and the Perfectly Pink Radish*", and "*Pete Moss and the Super Strong Spinach*", all created and co-authored by Wylie. BloomersIsland.com

About Joovie Entertainment: Joovie Entertainment works hard to creatively craft and consistently deliver high quality kids content, always designed to engage the imagination and enhance real world play. Joovie specializes in creating multi-platform franchises built to connect, entertain and inspire a massive multi-cultural audience around the globe. JoovieEnt.com

About Binary Bubbles: The extraordinary team at Binary Bubbles merges storytelling with technology and has decades of experience in development of videogames and IP. They have reimaged everything from retro styled games to cutting edge virtual reality, as well as complete pitch bibles and scripts for comprehensive entertainment packages with an eye towards future technologies and platforms. BinaryBubblesInc.com

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THE SECRET OF HOW TO GET KIDS TO EAT THEIR VEGETABLES HAS BEEN DISCOVERED ON BLOOMERS ISLAND

LOS ANGELES – January 18, 2017 – Bloomers Edutainment, the healthy lifestyle brand for kids continues to grow as it expands to Europe and celebrates a nine-book deal with Rodale Kids, an exciting new book imprint. The books' theme is how to make gardening with children exciting and fun so they will eat more vegetables.

Bloomers' creator, Cynthia Wylie, was a graduate of Penn State's agriculture program and was raised on a farm in Western Pennsylvania. She came up with the idea of "Bloomers" as she was raising her own children and trying to get them to eat their vegetables.

"One day, I made up little garden characters I called the "Bloomers" who lived in a mythical place called Bloomers Island, where they would grow their own food and eat only vegetables. When my children would visit the family farm they would look for the "Bloomers" while digging up potatoes and laughing with delight in discovery. Naturally, they always ate the vegetables they harvested."

Recognizing a national child obesity problem, where more than one in ten preschoolers are obese, Wylie wanted to create innovative ways to get kids to eat more vegetables. So she started "Bloomers", a unique school gardening program that meets over 85 educational standards.

After five years of working with thousands of children, Wylie goes on to say...

"I have discovered the one thing that will get nearly all children to eat their vegetables, and I want to share that with parents everywhere."

Wylie has since gone on to invent fun and easy gardening products like VeggiePOPS! the patented seed starters that resemble lollipops and can be grown anywhere. They are now being sold seasonally, nationwide in thousands of retailers from Nordstrom to Target. They can also be purchased online at BloomersIsland.com.

Wylie continues to say:

"While it can be a challenge to get kids to eat healthy... it is not impossible!"

Rodale Kids Books, now a division of Random House has released the first set of the Bloomers Island Book series on January 16. The books include: "Bloomers Island, The Great Garden Party," "Rosey Posey, and the Perfectly Pink Radish", and "Pete Moss and the Super Strong Spinach", written by Cynthia Wylie and Courtney Carbone and illustrated by Katya Longhi.

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PENNSYLVANIA FARM GIRL GROWS COMPANY INTO HEALTHY CHILDREN'S LIFESTYLE BRAND

LOS ANGELES – December 28, 2017 – Bloomers Edutainment, the healthy lifestyle brand for kids continues to grow like a weed as it expands to Europe and releases its first set of the Bloomers Island Book Series.

Bloomers' creator, Cynthia Wylie, was raised on a farm in Western Pennsylvania. She came up with the idea of "Bloomers" as she was raising her own children and trying to get them to eat their vegetables.

"One day, I made up little garden characters I called the "Bloomers" who lived in a mythical place called Bloomers Island, where they would grow their own food and eat only vegetables. When my children would visit the family farm they would look for the "Bloomers" while digging up potatoes and laughing with delight in discovery. Naturally, they always ate the vegetables they harvested."

Wylie herself spent the better part of her childhood playing in the woods, fields, and gardens of her family farm, before the advent of computers, smart phones, or cable TV. Growing up in this environment Wylie learned to value the many benefits and wonders of nature.

*"Even when I was alone, I was never lonely," she points out,
"all the plants and farm animals were my friends."*

Wylie was the first in her family to attend college in a self-ascribed fortunate series of events stemming from her local 4-H club. She then went on to pursue a degree in Agriculture from Penn State and a graduate degree in Economics from Georgetown University on a full fellowship.

Wylie spent many years working in the apparel industry in Los Angeles. When her children left for college, she went back to her roots and finally launched Bloomers.

Wylie continues to say:

*"If I can do this, anyone can. I was just a country bumpkin with a seed of a dream.
I planted it, nurtured it, and grew it into the company it is today."*

Rodale Press is scheduled to publish and release the first set of the Bloomers Island book series in 2018. The books include: *"Bloomers Island, The Great Garden Party"*, *"Rosey Posey, and the Perfectly Pink Radish"*, and *"Pete Moss and the Super Strong Spinach"*, all created and co-authored by Cynthia Wylie.

After first being introduced in schools, "Bloomers" now has its own consumer products division, including fun and easy seed starters, colorful growing kits and many other ideas in the works such as plush dolls and garden gnomes. Products are now being sold nationwide from thousands of retailers such as Nordstrom to Target. They can also be purchased online at BloomersIsland.com.

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BLOOMERS ISLAND GROWS AND EXPANDS WITH EUROPEAN LICENSING DEAL

LOS ANGELES – December 15, 2017 – Bloomers Edutainment, the healthy lifestyle brand for kids continues to grow like weeds as it expands overseas with Capi Europe, the preeminent European manufacturer of pots designed for plants and flowers.

Bloomers signed a multi-year licensing agreement for Capi Europe to exclusively manufacture and distribute Bloomers' products in Europe.

Capi Europe's products are well known for their lightweight and unique designs, range of styles and sizes, their frost, UV, and moisture resistance, and their affordability. Environmentally responsible production is their top priority. They manufacture in the Netherlands and use recyclable material whenever possible.

Capi Europe's CEO, Toine van de Ven, goes on to say:

"We look at Bloomers as not just an incredible opportunity for growth, but also to create future customers for Capi. There is a lot of synergy with Capi's existing product lines."

And Bloomers' creator and CEO Cynthia Wylie continues on to say:

"While our business in North America has been growing exponentially, we are equally as excited about the potential in Europe, where every home has a flower pot on the windowsill. It was a natural next step for us."

Bloomers, which started with six vegetables in the enormously popular VeggiePOPS! Seed Starters, have expanded their product line to now include twelve vegetables, herbs, flowers, lily bulbs, pine trees, and other specialty growing kits that include brightly colored pots, made from recycled water bottles.

Bloomers will be releasing nine books with Rodale Kids Books in 2018 - 2019. Also, plush Bloomers' dolls and garden gnomes are in the works.

Bloomers is seeking additional licensees for other kids' "healthy lifestyle" product categories. For further information, please visit bloomersisland.com or contact:

Licensing Management International

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BLOOMERS SIGNS 9-BOOK DEAL WITH RODALE, INC.

LOS ANGELES – April 10, 2017 – Bloomers Edutainment, the healthy lifestyle brand for kids, signs a nine-book deal with Rodale Books' children's book imprint, Rodale Kids.

The Bloomers Island series will tell the tale of a magical world where plant, flower and tree characters called Bloomers learn to grow their own food.

Bloomers, which started in schools in Southern California, has found that 96% of kids who grow their own vegetables will eat them. Explains Cynthia Wylie, CEO and Ground Control at Bloomers,

*"Few kids will go to the work of growing a vegetable and then not eat it.
It's almost miraculous."*

Rodale Inc, the global health and wellness content company, launched Rodale Kids this year as a way of expanding their mission to future generations. The imprint features entertaining, educational, and empowering fiction and nonfiction titles aimed at infants through teens. According to Ms. Wylie,

"Teaming up with Rodale is a match made in heaven for us."

Each storybook will feature a vegetable and the whimsical adventures of the colorful Bloomer character who is growing it. In addition, the books will include instructions on planting, watering and harvesting as well as healthy recipes. Says Gail Gonzales, publisher of Rodale Kids,

"Rodale Kids is so excited to be partnering with a like-minded company such as Bloomers! Edutainment. Cynthia has been relentless in her quest to educate children on the importance and fun of growing their own food and now we're proud to help her bring that experience one step further with books."

The first three books, *Bloomers Island*, *Rosey Posey and the Perfectly Pink Radish*, and *Pete Moss and the Super Strong Spinach*, are planned for a Winter 2018 release.

Bloomers is seeking additional licensees for other “healthy living” product categories. For further information, please visit BloomersIsland.com or contact:

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BLOOMERS ISLAND ANNOUNCES 6-YEAR LICENSING EXTENSION WITH JOINT MERCHANT

LOS ANGELES – February 17, 2017 – Bloomers Island signs a six-year licensing extension for gardening toys and products with Joint Merchant, the kid's healthy lifestyle company founded by Bob Weinberg, formerly the Executive Vice President of Merchandising for Toys "R" Us, and John Sullivan, Senior Vice President of Toys "R" Us and General Manager at toysrus.com.

In its first two years licensing the Bloomers brand Joint Merchant achieved widespread distribution in over 5,000 retailers in North America including chain-wide in Toys "R" Us, Target, and Nordstrom and many other retailers.

Cynthia Wylie formerly a co-founder / partner of Maui Toys, and Founder, C.E.O. and Ground Control at Bloomers says,

We couldn't be happier with the success Joint Merchant has achieved with the Bloomers brand in a short time period of time. In addition to showing their capabilities, it also shows a movement towards healthier lifestyles for children.

Bloomers, which started in schools in Southern California, found that 96% of kids who grow their own vegetables will eat them. Explains, Wylie,

Few kids will go to the work of growing a vegetable and then not eat it. It's almost miraculous, explains Wylie.

Says Sullivan of Joint Merchant,

The aim for every Bloomers product is to make gardening fun and easy. We want a child's first experience growing food to be successful.

Joint Merchant and Bloomers, which started with six vegetables in the enormously popular VeggiePOPS! Seed Starters, have expanded their product offerings to include twelve vegetables in addition to herbs, flowers, lily bulbs, pine trees, and other growing kits. Bloomers also offers many other cool, functional gardening toys.

Bloomers is seeking additional licensees for other "healthy living" product categories. For further information, please visit bloomersisland.com or contact:

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The illustration depicts a whimsical garden scene. In the foreground, three flower-like characters are engaged in gardening. On the left, a yellow character with large orange petals is planting seeds. In the center, a green character with a mushroom on its chest stands watching. On the right, a pink character with a large purple flower on its head is using a small blue rake. The ground is brown soil with small green seedlings. In the background, a large, smiling tree trunk has a small red house and a yellow birdhouse built into its hollows. A red mushroom is also visible near the tree. To the right, a row of tall, thin green trees stands against a light blue sky. Several orange pumpkins are scattered on the ground. The overall style is colorful and cartoonish.

Bloomers Island

The Great
Garden Party

CYNTHIA WYLIE and COURTNEY CARBONE

Illustrated by KATYA LONGHI









**Please contact us for additional
information or hi-res photo copies.
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323-855-6756. Thanks!**