

Moxie & Co Named Exclusive Licensing Agency on behalf of Albert Whitman Media

*Moxie & Co to Represent Consumer Product Licensing for Renowned Albert Whitman & Company Literary Brands including **The Boxcar Children**®*

Westport, CT (June 7, 2021) – Global brand management and licensing agency Moxie & Co has been selected to serve as exclusive licensing representative on behalf of Albert Whitman Media, it was announced by company partner Arlene Scanlan.

Moxie & Co will introduce licensees to the vast and much-revered library of Albert Whitman & Company published works, including the 102-year-old company's globally-recognized brand *The Boxcar Children*®.

"Recognized as a specialist in the licensing of story-driven properties on behalf of major publishing companies and individual authors, Moxie & Co was our top choice in representing the licensing of our literary brands to the consumer products community," said Attila Gazdag, President of Albert Whitman Media.

"Albert Whitman & Company ranks among the most trusted independent publishers of children's books. We are excited to work with Attila and his newly established Albert Whitman Media to create a broad array of unique opportunities for licensees across all key consumer product categories," said Scanlan.

Albert Whitman & Company (AW) established Albert Whitman Media (AWM) in 2021 to launch the publisher's titles into original production for all areas of broadcast, cable, and streaming media worldwide. In addition, AWM is establishing subscription-based digital platforms for Albert Whitman & Company's library of books, aimed at enhancing children's literacy and reading comprehension levels, as well as teaching English as a second language to non-native speakers. The publisher of *The Boxcar Children* since 1942, Albert Whitman & Company is among the most prolific publishers of family literature and a leading resource for the education market with its diverse children's titles appearing in schools and libraries across the country. The company boasts an impressive roster of authors and illustrators and a catalog of more than 1,000 books in print that are a staple within the educational market and available in leading chain and independent booksellers worldwide.

Moxie & Co founding partners Arlene Scanlan and Laura Becker have earned industry-wide recognition for their high-profile licensing achievements, including their brand-building contributions from such classic properties as Nancy Drew, Peanuts and Garfield to their recent collaborations with The Hallmark Channel, Tasty, Kate Spade and The Fred Rogers Company.

(more)

About Moxie & Co

Moxie & Co. is a full-service global brand management and licensing agency. Headquartered in Westport CT, Moxie represents a diverse portfolio of designers and book-based brands including The MTA (The New York City Subway), Molly Hatch, and Raggedy Ann & Andy. Moxie develops and manages strategic licensing programs across a wide array of product categories at all levels of retail around the globe. For more information, visit www.moxieco.com.

About Albert Whitman & Company:

Headquartered in Chicago, Albert Whitman & Company (AW) is an independent children's book publisher that strives to create stories that educate and empower children to become world thinkers. Since its founding in 1919, Albert Whitman & Company has had one simple goal: to publish high quality books that children want to read. Best known for The *Boxcar Children* series, AW continues to publish stories that promote empathy, inclusion, and personal responsibility. Recognized as a leading partner for the education market, AW titles can be found in schools and libraries worldwide as well as retailers around the world. For more information, visit www.albertwhitman.com or follow @albertwhitman on Facebook, Twitter, and Instagram.

About Albert Whitman Media:

A subsidiary of Albert Whitman & Company, Albert Whitman Media (AWM) is responsible for the development and production of original programming based on the parent company's vast library of books for broadcast, cable, and streaming platforms worldwide. In addition, Albert Whitman Media develops and operates digital interactive services aimed at enhancing children's literacy levels, as well as teaching English as a second language worldwide.

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