



The Jim Henson Company Selects ChizComm Ltd. to Help Expand Online Presence

Legendary Entertainment Company Brings on Partner to Further Digital and Social Media Footprint

TORONTO, ON - May 17, 2017 - ChizComm Ltd. (www.chizcomm.com) is now an agency partner to **The Jim Henson Company**, American entertainment company and innovative leader in the entertainment space for over 60 years.

Adding to their roster of lifestyle, toys and children's entertainment clients, **ChizComm** is eager to combine the beloved and ever-growing fan base of **The Jim Henson Company** with the expertise of their team. Building on **Henson's** digital and social media marketing, **ChizComm** will aid in the planning and execution of these initiatives with popular brands such as *Dot.*, *Word Party*, *Splash and Bubbles*, and *Fraggle Rock*

"We are honored to represent **The Jim Henson Company** and to further expand our roster in the entertainment space," said Harold Chizick, President and CEO, **ChizComm Ltd.** "We are confident this partnership will bring both **ChizComm Ltd.** and **The Jim Henson Company** to new and undiscovered heights."

"**The Jim Henson Company** and **ChizComm Ltd.** are a wonderful fit," said Nicole Goldman, Executive VP of Marketing/PR and Education Initiatives, **The Jim Henson Company**. "Their unique strategies and innovative marketing methods will be key to expanding our online presence and reaching key markets."

About ChizComm Ltd.:

ChizComm is a highly regarded leading marketing communications agency that continuously brings innovative, creative, BIG ideas to companies covering a wide range of fields – such as health and wellness, lifestyle and toys. **ChizComm's** strong work ethic, industry expertise and successful marketing and communications efforts have made them the agency of choice amongst notable international brands. With a solid background in PR, digital marketing, social media, promotions, events and product launches, **ChizComm's** boisterous, creative approach allows them to share the fun with partners and clients while developing break-frame marketing communication strategies that drive growth and some noise.

About The Jim Henson Company:

The Jim Henson Company has remained an established leader in family entertainment for over 60 years and is recognized worldwide as an innovator in puppetry, animatronics and digital animation. Best known as creators of the world-famous Muppets, Henson has received over 50 Emmy Awards and nine Grammy Awards. Recent credits include *Julie's Greenroom* (Netflix), *Dot.* (Sprout/Hulu), *Splash and Bubbles* (PBS), *Word Party* (Netflix), *Doozers* (Hulu/Sprout), and the Emmy®-nominated *Sid the Science Kid* (PBS), *Dinosaur Train* (PBS), and

Pajanimals (Sprout). Television productions include *Fraggle Rock*, *The Storyteller* and the sci-fi cult series *Farscape*. Features include Disney's *Alexander and the Terrible, Horrible, No Good, Very Bad Day*, as well as *The Dark Crystal*, *Labyrinth*, *MirrorMask*, and *Jim Henson's Turkey Hollow*.

With additional locations in New York and London, The Jim Henson Company is headquartered in Los Angeles on the historic Charlie Chaplin lot, complete with soundstage and postproduction facilities. The Company is home to Jim Henson's Creature Shop™, a pre-eminent character- building and visual effects group with international film, television, theme park and advertising clients, as well as Henson Recording Studios, one of the music industry's top recording facilities known for its world-class blend of state-of- the-art and vintage equipment. The Company's Henson Alternative brand is currently touring *Puppet-Up! – Uncensored*, a live puppet improvisational show.

<http://www.henson.com>

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