



Discover, cherish and appreciate animals and nature

## **Schleich launches new products in collaboration with National Geographic Kids**

**German toy manufacturer Schleich has concluded a multi-year agreement with National Geographic Kids to get children excited about animals and nature conservation through play. Three new sets are on sale featuring the authentic Schleich characters from the company's *Wild Life* product range, as well as content from National Geographic Kids. The two popular traditional brands are united by a common mission: making it fun for kids to learn more about the world. The collaboration, which will initially run until the end of 2023, includes product and content. The products, which are developed and distributed under Nat Geo license, are available in Europe, North, Central and South Africa, Russia, Asia Pacific and Latin America.**

Schwäbisch Gmünd, 9. September 2021. Sustainability and environmental protection are two topics that are currently a high priority for many families. The more intensively children engage with animals and nature through play, the more important these topics will become to them in the future. With this in mind, Schleich and National Geographic Kids are creating entertaining yet educational stories about wild animals and their habitats – in the form of sets and via various other channels. The first such products to be launched this year include three sets that incorporate a number of popular animals, such as meerkats and raccoons, as well as the elaborately designed “Wild Life Ranger Adventure Station”, which includes panthers, crocodiles and even baby monkeys. What is the life of a meerkat in the savannah like? What do baby gorillas eat and which animals are a raccoon's natural enemies? Schleich and National Geographic Kids are helping to find answers to such questions for junior explorers all around the world.

“You only protect what you know and love,” says Dirk Engehausen, CEO of Schleich. “We are delighted to have found the perfect collaborator in National Geographic Kids – the only kids' brand that has a scientific research organization at its core - for our popular Wild Life range. Together we can use storytelling and role play to get children excited about animals and their natural habitats. The topics of environmental protection, preservation of biodiversity and sustainability are more important than ever before. And we at Schleich - as a traditional brand found in millions of kids' rooms worldwide - want to do our part to introduce even the youngest to these topics through play.” Schleich figures are played with by families over generations, collected and passed on to subsequent children. This cycle is possible thanks to the high quality and durability of the figures.

## Product launch includes three sets in Schleich's *Wild Life* segment

The first joint set has been available since July 2021 – **“Nutty Mischief”** sees two cute raccoons and a cheeky skunk really letting off steam and having some fun. Run away or hide in the barrel? Who will win the battle for the nut? Thanks to the authentic characters, children will learn all kinds of interesting facts about raccoons and skunks while they play. You can find more information about this game on the product packaging and on our website [www.schleich-s.com/en/GB/schleich-national-geographic-kids.html](http://www.schleich-s.com/en/GB/schleich-national-geographic-kids.html).

Two more sets, **“Wild Life Ranger Adventure Station”** and **“Meerkat Hangout”**, will be released in September 2021. At the **“Wild Life Ranger Adventure Station”**, Ranger Steve waits in his tree house for Ranger Tom and Meerkat Ted to return from their trip. From his long suspension bridge, he watches the monkey swinging happily in its tree and the turtles making their way down the hill. How do the resident animals go about their day? How long do they sleep for? What do they eat and which other animals do they flee from? Steve writes down his detailed observations of the savannah's wildlife so that he can discuss them later with Tom.

Meerkat Ted is relaxing with his friends at the nearby **“Meerkat Hangout”**. Flying through the air on the branch seesaw, hurtling down the hill on the slide or letting off steam on the leaf swing – there's always plenty going on here! If they spot a predator, the greedy meerkats hide in their den under the hill. They have also stored plenty of food in their den. What kind of things do they eat? And which dangerous animals are the meerkats afraid of? With these new sets, children can have fun learning many interesting details about life on an African savannah.

## About Schleich

Founded 85 years ago by Friedrich Schleich in Schwäbisch Gmünd, Germany, the company is one of the largest toy manufacturers in Germany and the leading international supplier of realistic animal characters. The famous toy characters and sets from Schleich are sold in more than 60 countries and have conquered children's rooms all over the world. As a global player with Swabian roots, Schleich today generates more than half of its sales outside its core market of Germany. The company is majority-owned by Partners Group, a global manager of private market investments. The design of the Schleich characters and play worlds, the manufacture of the production tools and the quality and safety tests are all carried out in Germany. The production itself takes place on a small scale at the company location in Schwäbisch Gmünd, the main production is in production facilities abroad.

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