

AG Properties News



American Greetings Properties, 12 W. 31st St, 12th Floor, New York, NY 10001

Strawberry Shortcake Dances into McDonald's Happy Meals



- Strawberry Shortcake and her friends will be featured in McDonald's Happy Meals this holiday season including 8 adorable scented dolls
- Multi-million dollar advertising and promotional campaign reaching over 325MM kid impressions
- Strawberry Shortcake on CBS weekend mornings remains the top rated show on the Kewlopolis block
- Stay tuned for the next two direct to videos
Big Country Fun, March 2008
Rockaberry Roll, August 2008



Care Bears in the Macy's Thanksgiving Day Parade

- Care Bears debuted their new float in the Macy's Thanksgiving Day Parade reaching over 50 million viewers!
- Care Bears is also a top rated show on CBS Kewlopolis block
- Stay tuned for new direct to videos
Care Bears Grizzle-y Adventures, March 2008
Care Bears Ups and Downs, October 2008



Sushi Pack is off to a 'Mighty' Start

- The bite sized pack has landed nearly 15 million consumer impressions to date through features on food blogs and in several reputable publications
- Within a single month, sushipack.com has received over 300,000 page views
- Up next, don't miss the Sushi Pack's new action packed game, "Beat the Heat", hitting sushipack.com this week



Madballs are this Year's Hottest Impulse Toys

- Madballs hit the checkout section of 504 Toys R Us stores on Black Friday making it impossible to not reach out and grab one!
- With grossly delightful press coverage, Madballs were featured on the Today Show, ivillage.com, and ABC New York