

Creative Licensing Teams With Wet Hot American Summer

Los Angeles , CA - The creative team behind the 2001 cult classic, *Wet Hot American Summer*, has appointed Creative Licensing as the worldwide merchandise licensing agent for the film. The partnership will build off of *Wet* *Hot*’s current licensing program, with the goal of expanding into categories such as apparel, art posters, summertime accessories, board games, publishing, promotional tie-ins, specialty gifts and live action entertainment.

Creative Licensing’s director, Stephanie Marlis, remarks, “*Wet Hot* has amassed a huge cult following thanks to its iconic scenes, unforgettable oddball quotes, and star-studded cast, with names like Paul Rudd, Bradley Cooper, and Amy Poehler anchoring the film. We are looking forward to finding those partners who are devoted to producing fan-first products.”

Howard Bernstein, producer of *Wet Hot American Summer*, adds, “We look forward to collaborating with Creative Licensing to provide unique and creative products and opportunities for the fans, who have been so great in supporting *Wet Hot* for so many years.”

Current licensees include Mondo, Ripple Junction, and Rusted Wave, with apparel merchandise located at these retail outlets: Urban Outfitters, Kohl’s, Spencer’s, and Hot Topic.