



News Release - April 21, 2016 (London, Ontario)

Q&A with Walter Sayers, creator of Waldoodles

Q What can you tell us about your brand?

A It's a funny story in that I didn't set out to create a brand. Several years ago, I noticed my seven-year-old son becoming frustrated when he tried to draw. He would even hide his drawings so that no-one would see. I knew I had to do something! I remembered a game I played when I was a child. So I sat down with him and I had him scribble a line. Then I added some features to the line to create a little monster. We would take turns and soon we had created pages of drawings. It took some time but my son began to feel good about his drawing abilities and I had the beginning of my Waldoodle brand.

Next, I approached a school who gave me permission to teach kids how to create their own Waldoodle monsters, invent character profiles, and write stories about them. It caught on from there. I entered a series of Waldoodle monsters in a Local Art show. Eighteen sold in the first three hours and by the end of the week, I had sold 50! To date, I've sold 250 original Waldoodle paintings as well as a book, buttons, t-shirts, greeting cards and prints.

I think people love the range, variety, colour and 'anything is possible' approach. Waldoodles are fun, funky and whimsical as well. They're easy to create and they help unleash the creative spark inside everyone.

For the past 20 years, I've worked as an illustrator and graphic designer with clients in my hometown of London, Canada. My specialty is art for children and children's organizations, and I'm excited to introduce my creations to the world stage at the Licensing Expo.

Over the three days the Licensing Expo, Sayers will be creating a FREE Waldoodle art monster for anyone who will scribble a line. In the past, Sayers has drawn over 250 Waldoodle drawings in one sitting and at the Licensing Expo, he plans to unleash as many Waldoodles as possible. Help him reach his goal of 1000 Waldoodles! Get creative - pass it on!

To setup a meeting at the Licensing Expo contact Walter Sayers at wsayers@sympatico.ca or visit us at the Licensing Expo 2016 - Booth #K242

<http://tinyurl.com/j37qglp>

For more information about Waldoodles, visit www.Waldoodles.com

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