



## THE WILDFLOWER GROUP SELECTED AS GLOBAL LICENSING AGENT FOR THE NEW YORK TIMES

New York City (June 17, 2016) - [The Wildflower Group](#), an award-winning New York City-based licensing and branding agency, has been named the global licensing agent for The New York Times. The agency will execute a focused merchandising strategy that will serve to strengthen the connections between the paper and its readers.

The New York Times is one of the world's most influential news organizations with numerous news bureaus around the New York region, the nation and the globe. The Times is known for accuracy, depth and authority and produces award-winning journalism, breaking news coverage and opinion and commentary along with deep databases of content and rich multimedia presentations. The Times has won 119 Pulitzer Prizes and Citations, far more than any other news organization.

"The New York Times has a profound presence for so many people and places worldwide," said Michael Carlisle, Principal, The Wildflower Group. "Our role now is to push the brand further beyond the consumption of content and reach deeper into the readers' day-to-day life."

"A major initiative for The Times is to achieve greater and more meaningful contact with our readers," said Greg Miller, Director, Branded Services and Licensing, The New York Times. "We were impressed by the approach The Wildflower Group proposed to accomplish this, and we are anticipating exciting and innovative results from this partnership."

The Wildflower Group will build licensing programs for The New York Times that cater to the interests and tastes of The Times' audience, keying on popular sections from the paper and the various digital products to provide curated goods and services. Initially, the new licensing programs will largely focus on food and beverage products; cooking tools and accessories; houseware items; and promotions and co-branding opportunities.

### **About The New York Times Company**

[The New York Times Company](#) (NYSE:NYT) is a global media organization dedicated to enhancing society by creating, collecting and distributing high-quality news and information. The company includes The New York Times, International New York Times, NYTimes.com, INYT.com and related properties. It is known globally for excellence in its journalism, and innovation in its print and digital storytelling and its business model. Follow news about the company at [@NYTimesComm](#).

### **About The Wildflower Group**

The Wildflower Group (TWG) is an award-winning, full-service licensing agency delivering best-in-class product extensions for the brands it represents. Formed in January 2001, TWG is headed by licensing industry veteran, Michael Carlisle, and provides comprehensive licensing services to both brand owners and manufacturers, including strategic planning, licensing sales and marketing, creative development, legal and finance support. TWG's current client portfolio includes Girl Scouts of the USA, Rodale, The New York Times, Campari America Rapala, Matthew Berry's Fantasy Life, and Bombay.

More at [www.thewildflowergroup.com](http://www.thewildflowergroup.com)

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