

## **Licensed Right International, Inc. Partners with Wildlife Madagascar to Launch a Purpose-Driven Branded Property**

*New Licensing Initiative Showcases Madagascar's Extraordinary Wildlife While Supporting Critical Conservation Efforts*

San Diego, CA – [March 10, 2025] – Licensed Right International, Inc., a leading global licensing agency, has announced an exclusive agency partnership with Wildlife Madagascar, a nonprofit conservation organization dedicated to protecting Madagascar's unique wildlife and habitats. Through this collaboration, the breathtaking imagery and artistry of Madagascar's extraordinary species and landscapes will enter the consumer products market, turning everyday items into a celebration of the unique plants and animals that make this island one of the most extraordinary places on the planet.

From iconic lemurs—the most endangered primates and mammal group on the planet—to dazzling chameleons, towering baobabs, and the remarkable octopus tree, Wildlife Madagascar's striking visuals and powerful storytelling will be available for licensing across a wide range of product categories. Licensed Right International, Inc. represents both top-tier and emerging creative artists, making this partnership an exciting opportunity for retailers and manufacturers to connect with a purpose-driven brand that truly makes a difference.

The Wildlife Madagascar brand is ideal for consumer goods such as sustainable apparel, eco-friendly home décor, educational materials, and gift products. Each item will tell the story of Madagascar's rare and endangered species and the urgent need to protect them, with a portion of proceeds directly supporting Wildlife Madagascar's mission to ensure a future for these irreplaceable plants and animals.

Janet Dwoskin, CEO, and Linda Castillon, CLO of Licensed Right International, Inc., will showcase Wildlife Madagascar at Booth F101 during the Licensing Show in Las Vegas, NV, from May 20—22, 2025. This premier industry event offers a unique opportunity for licensing partners to align with Wildlife Madagascar's mission, generating both revenue and lasting impact for Madagascar's critical conservation efforts.

“We are honored to represent Wildlife Madagascar in developing meaningful and impactful products that inspire and educate,” said Castillon. “This partnership allows companies to license a visually stunning and mission-driven brand while promoting the protection of Madagascar's incredible wildlife and habitats for generations to come.”

From art prints and stationery to sustainable fashion and eco-friendly home goods, the possibilities for licensing Wildlife Madagascar are vast. This initiative invites brands to create beautiful, commercially successful product lines that directly contribute to protecting the plants and animals that call Madagascar home.

Debra Erickson, Executive Director of Wildlife Madagascar, emphasized the urgency of this collaboration: “With this important work, led by the unmatched expertise of Licensed Right International's Linda Castillon and Janet Dwoskin, we will help ensure a future for lemurs, chameleons, and the countless other species that exist nowhere else on the planet. Madagascar's

wildlife is at a tipping point, and this initiative gives people around the world a chance to be part of the solution—transforming admiration into action. Every product inspired by Madagascar’s stunning wildlife and landscapes will help safeguard these species and the habitats they depend on.”

**For licensing inquiries, please contact:**

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Photo 1: Verraux’s sifaka

Photo 2: Ringtailed lemur Mother and Baby

Photo 3: Globe-horned chameleon

