

UNDER EMBARGO UNTIL MARCH 2ND AT 9 AM ET

**DR. SEUSS ENTERPRISES AND RANDOM HOUSE CHILDREN'S BOOKS
ANNOUNCE SEUSS STUDIOS, ORIGINAL LINE OF EARLY READERS BOOKS**

**NEW TITLES INSPIRED BY UNPUBLISHED DR. SEUSS ILLUSTRATIONS TO BE CREATED
BY EMERGING AUTHORS & ILLUSTRATORS**

March 2, 2022—Dr. Seuss Enterprises (DSE) and Random House Children's Books (RHCB) will launch **Seuss Studios**, a line of books for early readers by new and emerging authors and illustrators who will create original stories inspired by Ted Geisel's (aka Dr. Seuss) unpublished sketches and illustrations. The news was announced today, Dr. Seuss's birthday, by DSE and RHCB.

Seuss Studios will carry forward Dr. Seuss's legacy of inspiring millions of people to learn to love to read by working with an inclusive community of authors and illustrators to create books for all young readers and families that capture Dr. Seuss's hallmark spirit of creativity and imagination.

The sketches and illustrations that will serve as inspiration pieces for Seuss Studios books have been selected from the Dr. Seuss Collection archives at UC San Diego and curated by Dr. Seuss Enterprises and Random House Children's Books. The original Dr. Seuss sketch that serves as the inspiration for each of the new Seuss Studios books will be included in the book, along with a note from the creators explaining how they were inspired, and their process.

The launch of Seuss Studios is a tribute to Ted Geisel's commitment to supporting new writers and artists. In 1957, Ted Geisel co-founded the Beginner Books imprint at Random House, the iconic line that includes enduring, bestselling classics like *The Cat in the Hat* and *Green Eggs and Ham*. With this imprint, Geisel sought not only to create a robust and enriching library for kids, but also to open new doors for creators who were either at the beginning of their publishing careers or who worked in other creative industries.

Continuing the tradition started with Beginner Books, Dr. Seuss Enterprises and Random House Children's Books will seek out and work with a varied roster of fresh new voices to develop the Seuss Studios line.

Mallory Loehr, EVP and Publisher, Random House Books for Young Readers; and Martha Rago, VP, Executive Creative Director, RHCB, will oversee editorial and art direction at Random House Children's Books.

Susan Brandt, President and CEO of Dr. Seuss Enterprises said, "Seuss Studios is a new, exciting step in the continued evolution and growth of Dr. Seuss Enterprises, and one that will help us ensure that Dr. Seuss's images live on in the best possible way—and in new ways—for future readers. We look forward to putting the spotlight on a new generation of talent who we know will bring their unique voices and style to the page, while also drawing inspiration from the creativity and imagination of Dr. Seuss."

Mallory Loehr said: "I can't wait to see what the Seuss Studios creators come up with! The unique styles and voices of each author and illustrator in the Seuss Studios line will shine through on every page, cover to cover—with a glimmer of Dr. Seuss's imagination tucked inside each book. I know that these stories will connect to today's young readers and inspire a joy in reading for years and years to come."

Seuss Studios books will be geared towards readers ages 4 to 8. Additional details on the inaugural list will be announced later this year.

Dr. Seuss Enterprises is a leading global children's entertainment company focused on promoting

literacy, education, self-confidence, and the wonderful possibilities of a child's imagination through the works of Dr. Seuss. The company was established in 1993 and is based in San Diego, California. Global endeavors include publishing, film, TV, stage productions, exhibitions, digital media, licensed merchandise, and other strategic partnerships. For more information about Dr. Seuss Enterprises, visit Seussville.com, or follow on Instagram.

Random House Children's Books (rhcbooks.com) is the world's largest English-language children's trade book publisher. Creating books for toddlers through young adult readers, in all formats from board books to activity books to picture books, novels, ebooks, and apps, the imprints of Random House Children's Books bring together award-winning authors and illustrators, world-famous franchise characters, and multimillion-copy series. Random House is the longtime home of the beloved and bestselling Dr. Seuss books, which continue to make learning to read fun for millions of children everywhere. Random House Children's Books is a division of Penguin Random House LLC.