



## **LEGO® Publishing announces strategic partnership with AMEET to launch LEGO Books**

For more than 10 years LEGO System A/S, the iconic Danish toy company, has seen rapid growth in its book and magazine Publishing business, working with a small number of select partners to create a successful global licensed publishing list that has delighted and inspired LEGO fans around the world. In a move that turns conventional licensing business models on its head, the LEGO Group announces a global strategic partnership with its long term partner AMEET to launch a new publishing imprint, **LEGO® Books**. LEGO Books encompasses a new line of innovative playful reading experiences that captures the LEGO spirit in print, digital and audio. This new imprint will complement the titles from existing publishing partners: Blue Ocean, Chronicle, Disney Press, Dorling Kindersley, Egmont, Kids Media, Scholastic and Universum.

Taking LEGO Publishing away from the standard licensing approach, the terms of the new LEGO Books partnership will allow AMEET to co-create and cooperate with LEGO Publishing to develop a fresh range of unique books across multiple categories that will combine storytelling, play, learning and creativity – closely mirroring and enhancing the experience of playing with LEGO bricks and building sets. Furthermore, AMEET will leverage its network of international contacts to establish partnerships with publishers and retailers in all categories in territories worldwide from 2021 onwards.

Andrea Ryder, Global Head of Publishing, says “The LEGO system in Play is loved by children around the world because it is a unique play experience that combines storytelling, creativity and playful learning. The incredible growth of our publishing business proves that books are the perfect vehicle to capture this experience and has shown that the LEGO brand occupies a unique position in a competitive licensing market. By launching LEGO Books in a strategic partnership with AMEET, we will develop a range of ‘Playful Reading’ titles in multiple categories to capture the very essence of LEGO play and occupy a unique position in the children’s publishing market worldwide. This partnership will also allow us to support the LEGO Group’s vision to become a global force for learning through play.”

In preparation for Frankfurt Bookfair AMEET will be starting conversations with publishing partners around the world for an expanded LEGO Books book program that includes early readers, author-lead middle grade fiction, picture books and a learning and STEAM line launching 2021 alongside an existing portfolio of ever-evolving activity and novelty books with LEGO bricks. Piotr Modlinski, CEO and founder of AMEET says, “It has been a lifelong ambition of mine to create high-quality books for children around the world. I am honoured and excited to cooperate even closer with a world class partner like the LEGO Group with whom we share common values and vision. LEGO Books will write a new chapter in children’s publishing to promote reading, storytelling and creative play.”

## **ABOUT LEGO GROUP**

The LEGO Group's mission is to inspire and develop the builders of tomorrow through the power of play. The LEGO System in Play, with its foundation in LEGO bricks, allows children and fans to build and rebuild anything they can imagine.

The LEGO Group was founded in Billund, Denmark in 1932 by Ole Kirk Kristiansen, its name derived from the two Danish words LEg GOdt, which mean "Play Well".

Today, the LEGO Group remains a family-owned company headquartered in Billund. However, its products are now sold in more than 140 countries worldwide. For more information: [www.LEGO.com](http://www.LEGO.com)

## **ABOUT AMEET**

AMEET is a global publisher of children's books. With an international sales and editorial team – and an in-house art studio and R&D department - AMEET works closely with publishing partners and children around the world to create unique, high-quality books inspiring imaginative play in over 40 countries around the globe. Focused on fostering creativity through hands-on experiences with beloved brands, AMEET is committed to providing fun, educational, and innovative books for the next generation.

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