



the start of something **BIG** ...







# **BIG** cause

From our base of operations in Aliso Viejo, Calif., Wyland Worldwide provides marine-life themed fine art, books, jewelry, textiles, home furnishings, games, wines, apparel, educational products, and collectibles to millions of people around the world. Our unique image catalogue brings mainstream consumers closer to nature through an array of licensed products, services, and events that are limited only by the imagination of our partners. Think eco-themed hotels. Green expos. Restaurants. Or new lines of nature-inspired retail items.

# **BIG** life

Artist Wyland changed the way people think about our environment when he started painting life-size whales on the sides of buildings in the 1980s. Wyland always thought big.

And he never stopped

Today, the Wyland name has become synonymous with the new generation of awareness about environmental conservation. Through our galleries across the nation. Our media presence on television. And our many like-minded licensees and business partners.





*We haven't forgotten that it's about connecting people to nature through art.  
It's what we've done better than anyone else for nearly 30 years.*





# **BIG** adventures

There's never been a road map to the world of Wyland. His life – like his art and company – finds him in constant exploration across the world on any given day, at any given time. From the Antarctic ice shelf on a photo expedition with scientists to document climate change. Or traveling down the Mississippi River on a mission of conservation.

# **BIG** achievements

It is estimated that Wyland's art is viewed by more than a billion people every year. His 100th and final monumental marine life mural, "Hands Across the Oceans", a 24,000-square-foot, half-mile-long series of canvas murals with student artists from 110 countries, was displayed in October 2008 at the National Mall in Washington, D.C., and honored by the National Park Service, Smithsonian Institution, White House Council on Environmental Quality, and the U.S. Department of the Interior. In May 2010, the United Nations released six Wyland images for an international stamp issue celebrating the 50th Anniversary of the Intergovernmental Oceanographic Commission. Corporate partners like Volvo, Toyota, and Disney have all supported the artist's outreach efforts.



*"Year of the Reef" One of the six stamps created for the United Nations*





*Volvo wrapped with Wyland Art for the premiere of DisneyNature "OCEANS" in 2010*





# **BIG** reach

A big presence like Wyland's delivers enormously strong brand awareness. The enormous extent of Wyland-branded retail product placement, public artworks, media coverage and art galleries have made him one of the most recognized and beloved artists in the nation. It's a message that connects directly with the folks who are environmentally minded, independent, with a love for art and nature. Moreover, Wyland events, grassroots outreach programs, and personal appearances provide extended exposure directly to 1.5 million people every year.

# **BIG** dreams

Wyland's philosophy has always been about reaching out to communities to support the arts, music, education – and bringing people closer to the natural world. Since 1993, his non-profit

Wyland Foundation has set the standard for environmental outreach. In partnership with the United States Forest Service and National Oceanographic and Atmospheric Administration (NOAA), Wyland is actively engaged in teaching millions of students around the world to become caring, informed stewards of our ocean, rivers, lakes, estuaries, and wetlands.







# BIG steps

The Wyland brand has been green for over thirty years and is positioned in today's global market to be the leader for cause - related green products throughout the United States. We invite you to explore a partnership with the world of Wyland – and see for yourself why we're the next big thing.



For more about Wyland visit [wyland.com](http://wyland.com)

## By the *numbers*

- 30 Wyland Galleries with combined walk through traffic of up to a million visitors a year
- 100 appearances each year on radio, television and in print
- 100 Monumental murals seen by 1 billion people annually
- 500,000 avid collectors
- “Wyland’s Art Studio,” an instructional art show for PBS reaches 62% of U.S. markets
- Wyland events and personal appearances reach 1.5 million people a year
- Wyland’s “A Brush With Giants,” a one-hour show for Animal Planet carried a 1.5 share or 1,500,000 viewers
- Product placement on 17+ major cruise line ships, carrying 1.3 million passengers per year



Finis Swim Products



**Licensee Directory** Wyland's broad cross-generational appeal opens the door to a variety of product categories. We pride ourselves on partners who "walk the walk" using eco-friendly materials and applying sustainable processes in everything they make and do.

### **10 VOX ENTERTAINMENT**

Puzzles and on-line games  
[www.10vox.com](http://www.10vox.com)

### **Accolade (Levelwear)**

Casual Apparel, high definition litho printed tees, sweats, hats, light outer wear, camp shirts, polo/golf shirts  
[www.levelwear.com](http://www.levelwear.com)

### **Amy Kathryn Designs, LLC**

Eco-Friendly Products, Designer Handbags, luggage, wallets, totes, journals, photo albums and daytimers  
[www.amykathryn.com](http://www.amykathryn.com)

### **Canadian Group, The**

Puzzles  
Contact Mary Simpson-Stratton at:  
[msimpson@canadiangroup.com](mailto:msimpson@canadiangroup.com)

### **Crazy Shirts**

T-shirts and hats  
[www.crazyshirts.com](http://www.crazyshirts.com)

### **Deluxe Checks**

Checks and accessories  
[www.deluxe.com](http://www.deluxe.com)

### **Fine Art Ltd. (gift)**

Olympic Postcards and Posters  
[www.fineartlimited.com](http://www.fineartlimited.com)

### **Finis, Inc**

Swim products fins snorkles floatation devices  
[www.finisinc.com](http://www.finisinc.com)

### **Home Legend**

Rugs, flooring  
[www.homelegend.com](http://www.homelegend.com)

### **IGT**

Gaming devices  
[www.igt.com](http://www.igt.com)

### **Images in Tile**

Tile products  
[www.imagesintile.com](http://www.imagesintile.com)

### **Martin F. Weber Co.**

Paint Kits  
[www.weberart.com](http://www.weberart.com)

### **Maui Divers**

Jewelry  
[www.mauidivers.com](http://www.mauidivers.com)

### **MM Fab**

Fabrics , quilt kits, soft cover book kits  
[www.southseasimports.com](http://www.southseasimports.com)

### **Ocean Minded**

Open and closed toed shoes for men, women and children  
[www.oceanminded.com](http://www.oceanminded.com)

### **Organic Cellar, The**

Organic Italian wine  
[www.theorganiccellar.com](http://www.theorganiccellar.com)

### **Pacific Surf Industries**

(Blue Water Surfboards)  
Limited Edition Surfboards and open edition surfboards, body boards  
[www.bluewatersurfboards.com](http://www.bluewatersurfboards.com)

### **Paper Payment Svcs**

(Checks Unlimited & Direct Checks) Checks  
[www.checksunlimited.com](http://www.checksunlimited.com)

### **Seapics.com**

Stock Photography  
[www.seapics.com](http://www.seapics.com)

### **Smart Health**

Postcards, folding cards, appointment cards, business cards, posters, magnets, SmartMugs, calendars, personalized tote bags and e-cards.  
[www.smartpractice.com](http://www.smartpractice.com)

### **Stuffed Animal House, The**

Plush  
[www.stuffedanimalhouse.com](http://www.stuffedanimalhouse.com)

### **Tara Materials (Fredrix)**

Eco-Canvas and Mural Canvas  
[www.taramaterials.com](http://www.taramaterials.com)

### **Tattooed Steel, LLC**

Laser etched and specialized printing on metal jewelry and open edition large format prints  
[www.tattooedsteel.com](http://www.tattooedsteel.com)

### **Teacher Created Resources**

Educational Materials and curriculum  
[www.teachercreated.com](http://www.teachercreated.com)

### **Teacher's Discovery**

Traveling exhibits (hanging fabric panels and freestanding vinyl panels) activity programs, bookmarks  
[www.teachersdiscoverytravelingexhibits.com](http://www.teachersdiscoverytravelingexhibits.com)

### **Top Heavy Clothing**

Tee shirts (Men, Women, and Youth)  
[www.topheavyclothing.com](http://www.topheavyclothing.com)

### **Universal U-Click**

Mobile apps, Animation themes  
[www.universaluclick.com](http://www.universaluclick.com)

### **Uncas Manufacturing**

Jewelry  
contact Ray Esposito at:  
[resposito@uncas.com](mailto:resposito@uncas.com)

### **Walter Foster Publishing**

How to Books and Paint Kits  
[www.walterfoster.com](http://www.walterfoster.com)

### **Whale Tails Tortilla Chips**

Organic corn tortilla chips  
[www.whaletailschips.com](http://www.whaletailschips.com)

### **Wyland Cellars/Laguna Canyon Winery**

Wine  
[www.wylandcellars.com](http://www.wylandcellars.com)

### **Wyland Grille**

Wyland themed restaurants and retail shops  
[www.wylandgrille.com](http://www.wylandgrille.com)

### **Wyland's Ocean Blue Restaurant**

Wyland themed restaurants and retail shops



Ocean Minded



Maui Divers



The Canadian Group



Pacific Surf Industries



Home Legend



Wyland Cellars/Laguna Canyon Winery

Tattooed Steel, LLC



**WYLAND WORLDWIDE, LLC**

5 columbia . aliso viejo . california . 92656

For more information contact:

**GINO BELTRAN**

Creative / Licensing Director

ph. 949.643.7070 x267 fx. 949.643.7096

email: ginob@wylanddesign.com

**DEBBIE FAROLE**

Director of Licensing / Wholesale Studio Gift Sales

ph. 949.643.7070 x255 fx. 949.643.7099

email: debbief@wyland.com



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