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Contact: Taryn Gosch
taryngosch@origamiowl.com
480.386.6808

ORIGAMI OWL ANNOUNCES COLLABORATION WITH DREAMWORKS ANIMATION FOR CHARACTER INSPIRED COLLECTIONS

Debut Jewelry Collection to Celebrate DreamWorks Animation's Upcoming Feature Film: *Trolls*

PHOENIX, Ariz.—August 9, 2016—Origami Owl® is pleased to announce its groundbreaking licensing agreement with global family entertainment company DreamWorks Animation. This marks the largest licensing collaboration to-date for Origami Owl, and the first in the social selling arena for DreamWorks Animation.

Through this agreement, Origami Owl will release a series of jewelry collections that capture the spirit of the characters and themes from select DreamWorks Animation properties. The debut collection will launch October 1, in connection with DreamWorks Animation's highly anticipated 2016 feature, *Trolls*.

From the creators of *Shrek* comes the most smart, funny and irreverent animated comedy of the year, DreamWorks Animation's *Trolls*. This holiday season, enter a colorful, wondrous world populated by hilariously unforgettable characters and discover the story of the overly optimistic Trolls, with a constant song on their lips, and the comically pessimistic Bergens, who are only happy when they have trolls in their stomach.

While the jewelry designs are still hush-hush, the Origami Owl Trolls Collection will include Living Lockets, Charms, Dangles and new product categories that celebrate the soon-to-be-blockbuster.

"Fans and customers alike will fall in love with the Origami Owl Trolls Collection," said Chrissy Weems, Origami Owl Founder. "It's been wonderful to collaborate on the pieces—the film's themes parallel Origami Owl's core values and mission 'to love, inspire and motivate others.' The feature's vibrant colors and upbeat, happy music also reflect the sense of joy and energy evoked by the Origami Owl brand."

The Origami Owl Trolls Collection is just the first in Origami Owl's series of DreamWorks collections. While the specifics are still to be announced, upcoming collections will draw on favorite DreamWorks franchises and characters.

"We have so many exciting plans for future collections—we're looking forward to Origami Owl's long-term alliance with DreamWorks," said Weems. "It's a true privilege to team with the global family entertainment company—not only did they select Origami Owl from among several prestigious social



selling organizations—but we both have so much in common. Origami Owl empowers people to share what they love and inspire others, and DreamWorks has created so many beloved, uplifting movies. We’re thrilled to bring fans the opportunity to wear officially licensed and designed collections not available anywhere else in the social selling industry.”

About Origami Owl

Origami Owl® Custom Jewelry was founded in 2010 by then 14-year-old Founder Bella Weems who had a simple dream to own a car once she turned 16. She created a line of meaningful jewelry, including signature Living Locketts® which can be customized with charms to tell a personal story. Fast forward six years and Origami Owl, a national social selling company and Inc. Hire Power Award recipient, is fulfilling its mission to be a force for good; to love, inspire and motivate people of all ages to reach their dreams and empower them to make a difference in the lives of others. In 2016, after capturing years of heartwarming stories in a Living Locket, Origami Owl created a storytelling platform where Designers, Customers and Employees can share their stories and provide hope to others through livesparkly.com.

Based in Chandler, Arizona, Origami Owl boasts over 300 employees and more than 40,000 independent sales consultants, referred to as Designers, in the U.S. and Canada. Origami Owl Designers tell stories and sell this unique line of jewelry at in-home parties called Jewelry Bars®. For more information or to find a Designer in your area, visit OrigamiOwl.com.

Origami Owl Visits DreamWorks Animation



Watch the New Trailer for “Trolls”



O2 Designers Just “Can’t Stop the Feelin’”

