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## Gorilla Nation Hitches Ride on Thomas the Tank Engine



Everyone's favorite  
talking locomotive

HiT Entertainment has selected GNKids, the kiddie-brand arm of Gorilla Nation, to sell ad inventory for its websites in North America and Australia.

Sites in the deal include [ThomasandFriends.com](#), [BobtheBuilder.com](#), [RainbowMagicOnline.com](#), and [Barney.com](#), the online destination of long-running kid show [Barney & Friends](#).

Gorilla Nation has exclusive representation rights in Canada and Australia. In the US, it will help brainstorm online sponsorship and ad programs with a carefully-

selected group of advertisers.

Thomas the Tank Engine's character is based on a series of books written in the 1940's. It first appeared to contemporary audiences in 1984, when its TV series, *Thomas the Tank Engine and Friends*, launched. The brand has thus aged alongside the oldest members of the Millennial generation. Other brands, like Barney and Bob the Builder, are more contemporary.

Given HiT's efforts to keep its beloved characters perennially relevant to children, most have aged well. "With all new games, activities and streaming video, these sites reach millions of unique visitors each month," beamed Sr. Director Angela S. Cooper of Business Development at Gorilla Nation. She added that the company was "delighted" to be representing the aforementioned children's brands.

Other labels in Gorilla's ad representation stable include [Hallmark](#), Getty's [IAMD](#), [Gawker](#), [Mattel](#) and [Star Wars](#).

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