

Starting today, Marvel and NYC & Company will launch an exclusive collection of co-branded merchandise featuring Super Hero favorites from the Marvel Universe alongside the NYPD, FDNY, New York City Taxi and Limousine Commission and Department of Sanitation. “We are happy to partner with a great brand like Marvel” said George Fertitta, CEO of NYC & Company. “Co-branding is an important part of our licensing strategy, and these products will build upon the success we have already had with New York City-themed merchandise at Toys“R”Us Times Square while promoting the people and agencies that admirably represent New York City.” “We are always looking to expand in unique and creative ways and feel our partnership with NYC & Company enables both of our brands to reach new audiences,” said Paul Gitter, President of Consumer Products for North America, Marvel Entertainment. “New York City serves as home to many of the Super Heroes in the

Read more: http://www.comicbookmovie.com/fansites/mediageek/news/?a=35895&t=Marvel_Superheroes_Join_Forces_With_NYC_Heroes