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Robyn Smith, Brand Manager & Chief Storyteller
1-800-277-5887, ext. 134
rsmith@paperblanks.com

Paperblanks Announces The Adventures of Asterix, in Partnership with Les Éditions Albert René

The French comic book series *The Adventures of Asterix* has been delighting audiences young and old since its first release in 1959. Telling the tales of indomitable Gaulish warriors resisting the Roman occupation in 50 BC, these beloved stories hold a special place in the hearts of all who grew up with Asterix, Obelix, Dogmatix and the rest of the characters who inhabit their world.

The Paperblanks team is thrilled to collaborate with Les Éditions Albert René to bring these beloved heroes to their collection of stationery and lifestyle items. As the world awaits the 40th edition comic book, scheduled for release in October 2023, the collaborative The Adventures of Asterix series offers a whole new way to bring these characters to life.

“Featuring captivating and carefully selected artwork from the comic series, our Paperblanks journals bring the charm and humour of Asterix and Obelix right to your fingertips. Step into the enchanting world of Asterix and Obelix with our beautifully designed products that capture the timeless spirit of these beloved characters.” – Adina Costiuc, Paperblanks Associate Art Director

The Adventures of Asterix, the Paperblanks series in partnership with Les Éditions Albert René, channels the indomitable spirit of Asterix the Gaul and the legendary strength of Obelix from the celebrated comic book series. It features three unique designs – Asterix the Gaul, Asterix & Obelix and Obelix & Co. – available in a variety of product categories, including hardcover journals, bookmarks, canvas bags, pencil cases and a sketchbook.

The Adventures of Asterix by Paperblanks will be available in stores around the world this autumn.

ABOUT PAPERBLANKS: Renowned for its line of high-quality journals and notebooks, Paperblanks licenses imagery from artists, cultural libraries and museums around the world to offer an expressive set of creative tools designed to inspire creativity and celebrate life’s special moments.