

***The Real Housewives of Toronto's* JOAN KELLEY WALKER Engages with Benchmark Licensing to Create a Range of Lifestyle Consumer Products**

TORONTO, CANADA (May 17th, 2017) - Hot on the heels of the first season of *The Real Housewives of Toronto*, **Joan Kelley Walker** is proud to announce a new partnership with **Benchmark Licensing**. The Joan Kelley Walker brand is anticipated to launch with an affordable fashion collection including; dresses, sportswear and accessories. The collection will incorporate Walker's classic style and knack for pairing high fashion pieces with vintage gems.

Joan Kelley Walker stated, "I am thrilled to begin working on this new line of products. I have always loved fashion and really enjoy mixing and matching separates to create unique looks. I wanted to develop a collection that's both elegant and fun that will empower women. Everyone should feel confident in their own skin." Benchmark Licensing and Joan Kelley Walker Enterprises will continue to work with and promote Walker's existing values of compassion, and corporate social responsibility through this fashionable line.

Joan Kelley Walker is an avid fashionista on the Canadian scene. Supporting a diverse group of designers in her extensive wardrobe, Walker's unique sense of fashion has been profiled in **Fashion Magazine, Toronto Life, HELLO! Magazine**, and more. Joan Kelley Walker's taste and elegance came to the national screen for the first time on *The Real Housewives of Toronto*, establishing her as a tastemaker, and fashion icon. Most recently Walker was on the top 5 Best Dressed list at the **2017 CAFA Awards**, celebrating and supporting Canadian fashion designers.

Joan Kelley Walker is new to the reality television scene, although the entertainment-veteran is anything but inexperienced. From her beginnings in the modelling world, to her career in voice work, radio, and as a television personality, she hosted the series **Red Carpet Diary** for ten years, a television and web program centered on Walker interviewing A-list celebrities, demonstrating her natural ability and talent.

Throughout her life, Joan Kelley Walker has been a philanthropic-focused, and compassionate person. A World Vision ambassador for over 18 years, Walker supports over 30 children through the international charity with her husband, Don Walker. The pair also spearheaded the Cambodian **Starting Strong** program, an endeavour which supports pre-natal, and neo-



1 Joan Kelley Walker at CAFA 2017, Photos courtesy of George Pimentel

natal care, as well as the needs of newborns in their first 1000 days of life. Without question, Joan Kelley Walker has demonstrated her commitment to giving back, sharing her stories of her philanthropy work through contributing articles in media platforms such as the Huffington Post.



2 Joan Kelley Walker at Starlight Foundation Gala, 2017, Photo Courtesy of George Pimentel

“We’re excited to be working with Joan Kelley Walker to extend her brand’s reach. We believe there’s an incredible opportunity to bring Joan’s style and elegance to life through multiple consumer products categories. We look forward to collaborating with exceptional partners to create unique, well-designed collections for the Canadian market”, said **Sean Kay, President of Benchmark Licensing.**

About Benchmark:

Benchmark Licensing (www.benchmarklicensing.com) is a licensing and brand management agency whose expertise is in building and (most importantly) managing large multi-category consumer products businesses in partnership with brands, retailers and manufacturers in all tiers/channels of distribution. We have extensive experience working with some of the world’s most valuable brands and global licensors.

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