



## Movers: ZIGGY Man Launches Character Matters

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Tom Wilson

Ziggy artist Tom Wilson has launched Cleveland-based Character Matters ([www.charactermatters.net](http://www.charactermatters.net)), a service company specializing in creating, developing and revitalizing characters for branding and licensing, via a talent pool of marketing experts, copywriters and illustrators. For openers, Wilson has donated two character designs, mascots known as Stan and Bea Tall, to the Giraffe Project, a 20-year-old nonprofit organization that honors people who stick their necks out for the common good. See [www.giraffe.org](http://www.giraffe.org) for more info.