



## News Release

### **My Friend Boo - Minimax signs exclusive deal for free animation series for 10 territories...**

**Cannes, October 5 2009** - MIPCOM newcomer Business Solutions Europa has closed a first-day deal with Central-European cartoon channel Minimax for the exclusive rights in 10 European territories for new educational animation series, My Friend Boo.

The series, which is co-funded by the European Commission and produced by independent international experts<sup>i</sup>, school kids from 6 European countries and award winning animators, follows the journeys of three regular kids who one day bring to life a magical toy called Boo. Boo takes the children on extraordinary adventures to help the three young explorers understand some of today's most important world issues; water, energy and the importance of being healthy.

The intention is for Boo and his inspirational stories to reach and motivate millions of European children so the series is being made available free of charge to European broadcasters.

Under the agreement Minimax (a Chellomedia company) will hold exclusive rights to the series for 2 years in The Czech Republic, Croatia, Slovakia, Hungary, Romania, Bosnia-Herzegovina, Serbia, Moldova, Montenegro, Kosovo. As part of the deal the channel, which has a strong focus on socially responsible edutainment programmes for children and families, will also support the development of local language teaching material to accompany the series and be used in schools.

The deal marks the first agreement between Business Solutions Europa and a major European broadcaster for the series.

*"The week has started on an excellent note! We are delighted that Minimax has signed up to this fantastic project and look forward to our discussions with other broadcasters this week",* says Siân Hughes, Communications Manager for Business Solutions Europa.

*"Broadcasters can play a really significant role in helping communicate to kids about green and social issues. The issues we deal with in the series are some of the world's most critical, but they are often too complicated and just too gigantic for young people to understand, so we have worked with kids themselves to gauge their understanding and interests. The results are fantastic!"*

My Friend Boo will be available for broadcast from June 2010. The series targets 5-8 year olds.

**Ends**

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## Notes to the Editor

### Co-Production

The co-production model behind My Friend Boo is the first of its kind in Europe. The series is co-financed by three European Commission funding programmes and is based upon the research and support of independent international experts and feedback from focus groups of over 1500 children in six European countries (Belgium, Bulgaria, Ireland, Italy, Poland and Spain). The series is split into three thematic strands, each of which corresponds to the specific co-production projects and teams behind the scenes.

- The Water Strand - was put together by the EcoAnimation project and co-financed by the LIFE+ Programme
- The Energy Strand - has been produced by the Young Energy Savers project and co-financed by the Intelligent Energy Europe (IEE) Programme
- The Healthy Living Strand - was devised by the ACTIVE project, under the financial support of the HEALTH Programme.

For more information on these projects and to see the work that has gone into building each strand see [www.animate-eu.com](http://www.animate-eu.com)

### Partners

- Business Solutions Europa
- Griffilms
- WWF - World Wide Fund for Nature, European Policy Office
- The Regional Environmental Center for Central and Eastern Europe (REC)
- Istituto G. Gaslini - *Centre for the Prevention and Treatment of Childhood Obesity*
- Università di Napoli Federico II - *Department of Food Science (UNINA)*
- Explora - The children's museum of Rome

**More information -** [www.myfriendboo.com](http://www.myfriendboo.com)

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