



ANIMATION TRAILBLAZER NELVANA SHOWCASES DYNAMIC NEW LOOK AND GROUNDBREAKING NEW PROPERTIES AT MIPCOM

Nelvana and its Renowned Leadership Team Reveal New Logo With a Slate of Highly Anticipated New Series Being Distributed Worldwide Including *Hotel Transylvania: The Series*, *Bravest Warriors*, *Mysticons*, and *Esme and Roy*

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For Immediate Release

TORONTO, October 19, 2016 – Nelvana, Canada’s premier animation company and global leader in the production and distribution of children’s content, announced today an exciting brand refresh that features a new logo and a slate of highly anticipated new series in development, all driven by an industry-leading management team. The new logo, revealed exclusively at MIPCOM, complements the brand’s sleek creative direction, while paying homage to its established look of the past 45 years. Nelvana’s revitalized brand reflects the organization’s focus on quality story-telling, iconic characters, and the innovation and development of cutting-edge creative content with universal market appeal. Click [HERE](#) to experience the new Nelvana.



Over the last four decades, Nelvana has driven the conception, creation, and distribution of internationally recognized kids programs and content, with award-winning signature series such as *Babar* and *Franklin*. Together with **Scott Dyer**, President of Nelvana, **Pam Westman**, Head of Nelvana Enterprises, and the recently appointed **Athena Georgaklis**, Head of Development for Nelvana, the management team is deepening its commitment to character-driven stories, heightening its investment in the industry’s top animators and graphic artists, and strengthening its long-standing partnerships with licensees and broadcasters around the world.

“As one of the most preeminent animation companies in the world, we are pleased to unveil our new look under the guidance of our respected and accomplished team,” said **Scott Dyer, President of Nelvana**. “Accompanied by a stable of new productions in development and up for distribution, this refined look represents a new era of industry-leading content creation for Nelvana.”

The rebrand is supported by four new, character-rich programs with varying global broadcast and merchandise deals. Based on the wildly popular blockbuster film franchise, ***Hotel Transylvania: The Series*** is slated to premiere on Disney Channels worldwide in 2017, and focuses on the teenage years of Dracula's daughter, Mavis, and her three friends who put her brilliant ideas of how to run the Hotel into motion. Then, from *Adventure Time* creator Pendleton Ward, ***Bravest Warriors*** tells the story of four teenage heroes-for-hire in the year 3085, as they warp through the universe to save adorable aliens and their worlds using the power of their emotions. Additionally, action series ***Mysticons*** is set for its global debut in 2017 on Nickelodeon worldwide, and follows four girls who transform into legendary warriors and undertake a quest to find a magic tome. Most recently announced by Sesame Workshop, original series ***Esme and Roy*** featuring a young girl and her monster best friend on their hilarious babysitting adventures, will debut on Corus' Treehouse in Canada and HBO in the U.S.



L to R: *Hotel Transylvania: The Series*, *Bravest Warriors*, *Mysticons*, and *Esme and Roy*

To experience the new Nelvana, meet the leadership team, and learn more about these buzz-worthy programs at MIPCOM, please visit the Nelvana booth located at **P6.A1**.

About Nelvana

Nelvana is Canada's premier animation company and a world-leading producer and distributor of children's content. Nelvana has delighted audiences around the globe for more than 40 years with a vast library of more than 4,000 episodes from original, award-winning series like *Babar* and *Franklin*. Nelvana's content is distributed in more than 160 countries worldwide and broadcast across Corus Entertainment's suite of leading kids networks. Nelvana Enterprises, the global licensing and merchandising arm of Nelvana, manages the organization's portfolio of in-house and third party brands with offices in Toronto and Paris. Nelvana Studio, with offices in Toronto and Montreal employs more than

300 Canadian artists working with local and international producers to create premium children's content for a global stage. For more information, visit www.nelvana.com

About Corus Entertainment Inc.

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that creates and delivers high quality brands and content across platforms for audiences around the world. The company's portfolio of multimedia offerings encompasses 45 specialty television services, 39 radio stations, 15 conventional television stations, a global content business, digital assets, live events, children's book publishing, animation software, technology and media services. Corus' roster of premium brands includes Global Television, W Network, OWN: Oprah Winfrey Network Canada, HGTV Canada, Food Network Canada, HISTORY®, Showcase, National Geographic Channel, Q107, CKNW, Fresh Radio, Disney Channel Canada, YTV and Nickelodeon Canada. Visit Corus at www.corusent.com.

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