



## **Nelvana, WeKids and Toon Boom Announce Expanded Partnership in China**

*Nelvana, Toon Boom, and WeKids Launch Incubator Competition in Search of Original IP from China*

**TORONTO, CANADA – October 16, 2017** – Corus Entertainment’s [Nelvana](#), [WeKids](#) and [Toon Boom Animation](#) announced today the expansion of their existing partnership to launch a kids’ animation incubator competition in China for the development and production of multiple kids’ animation properties.

Jointly funded by Nelvana, WeKids, and Toon Boom, the program’s goal is to discover new talent and cutting-edge concepts out of China that have the creative potential to be developed into globally successful properties. The winning concepts will secure development deals with Nelvana, WeKids, and Toon Boom. Submissions in the form of animated shorts will be accepted as of January 2018. Further details will be announced at a later date.

“We are looking forward to working even more closely with the talented teams at WeKids and Toon Boom,” said Scott Dyer, President, Nelvana. “Expanding our presence in China is a priority for Nelvana, and this continued partnership is the right step as we grow our footprint in the international market. We are committed to bringing original and engaging content to our Chinese fans through this inspiring and creative competition.”

“We are very excited to start working on this brand-new project with Nelvana and Toon Boom,” said Sean Chu, Founder and CEO, WeKids. “Our partnership thus far has been incredibly successful, and we are thrilled to be supporting both the development of animation based on Chinese stories and local Chinese talent to produce content for an international audience with Nelvana and Toon Boom as our partners.”

“We recognize the need for quality content and innovative Toon Boom talent. We are proud to partner with Nelvana and Wekids to promote China and bring Chinese stories to the world,” said Francois Lalonde, Co-President, Toon Boom Animation.

### **About Nelvana**

Nelvana is a world-leading international producer and distributor of children’s animated and live-action content. Nelvana produces a stable of award-winning and globally renowned brands that focus on comedies, preschool and boys action series and ancillary consumer products programs. Nelvana’s content airs on Corus Entertainment’s kids channels in Canada and in over 160 countries around the world. The Nelvana library has well over 4,000 episodes of programming and has received over 70 major international program awards including Emmys® and Geminis. Visit the Nelvana website at [nelvana.com](http://nelvana.com).

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## **About WeKids**

**WeKids** is China's market leader in providing the best-in-class animation from around the world to kids and families in Greater China, including Mainland China, Hong Kong, Macao and Taiwan. With more than 4,000 episodes of outstanding kids' animation, **WeKids** works with digital distribution partners to be the premiere on-demand destination for millions of Chinese kids who are eager to view great animated programs from across the globe, available on multiple new media platforms in both Chinese and English. In addition, **WeKids** oversees the merchandising, publishing, and ancillary exploitation of key properties throughout Greater China, including all aspects of brand management. For more information, visit: [wekids.com](#).

## **About Toon Boom Animation**

Toon Boom Animation's award-winning software is the global standard for 2D animation and storyboarding. Toon Boom solutions provide everyone from enthusiasts to professionals with the artistic freedom to create in any style and efficiently publish anywhere. Customers include Bento Box Entertainment, Disney Television Animation, DreamWorks Animation, Fox Television Animation, Mercury Filmworks, Nelvana and The Spa Studios. For more information, visit: [toonboom.com](#).

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