



Nelvana Announces Strategic Partnership with FremantleMedia Across the U.K.

*U.K. Fans to Get More of Popular Nelvana Properties *Mysticons*, *The ZhuZhus*, *Ranger Rob*, and *Max & Ruby**

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TORONTO, CANADA, October 3, 2017 – Nelvana Enterprises, the global licensing and merchandising arm of leading international producer and distributor of children’s animated content, Nelvana, is thrilled to announce its strategic partnership with **FremantleMedia Kids & Family (FMK)** to represent its consumer products and home entertainment business in the U.K. across a number of brands in the Nelvana portfolio.

FMK will represent the following original animated Nelvana properties in the U.K.:

- *Mysticons*: A contemporary urban fantasy series about four unexpected heroes brought together by a prophecy to battle evil and save the realm, transforming them into legendary warriors.
- *The ZhuZhus*: This laugh-out-loud series follows Frankie and her curious bunch of fun-seeking pet hamsters and their fur-raising escapades.
- *Ranger Rob*: Filled with adventure, exploration, and discovery this pre-school series follows Ranger Rob and his friends in *Big Sky Park*, the coolest natural adventure park imaginable.
- *Max & Ruby*: This beloved series based on the best-selling book franchise follows the adventures of two rabbit siblings named Max and Ruby.

“We are honoured to have FremantleMedia as our exclusive partner in the U.K. across a number of our brands,” said Pam Westman, Head, Nelvana Enterprises. “FremantleMedia’s leading expertise and strategic partnerships will undoubtedly bring our properties to life through a variety of licensing categories and retail partners. We can’t wait to see the response from U.K. fans in this vital region.”

Rick Glankler, President FremantleMedia Kids & Family said: “We are thrilled to be working with Nelvana to represent these four great brands in the U.K. A premier animation company, Nelvana shares our love of great storytelling, and these standout properties will both complement and make an exciting addition to our existing portfolio.”

Visit Nelvana (Booth #B56) & Fremantle (Booth#E55) at BLE, October 10th – 12th, 2017.

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.

Follow Nelvana Enterprises on Twitter [@NelvanaEnt](https://twitter.com/NelvanaEnt)

About FremantleMedia Kids & Family

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FremantleMedia Kids & Family (FMK) is a global leader in family entertainment, creating a growing range of high-profile brands that captivate and inspire kids around the world. FMK's rich storytelling delivers memorable consumer experiences across multiple touch points and platforms extending from the screen into consumer products, live events and digital activities.

FMK's varied and distinctive portfolio contains over 45 brands and 150 series with over 800 hours of active programming and includes brand new titles *Bitz & Bob*, the STEAM based pre-school series, and *Tasty Tales of the Food Truckers*, an irreverent adventure comedy. Well-known kids' favourites include comedy action animation *Danger Mouse*, pre-school girls' sensation *Kate & Mim-Mim* and heroic boys' pre-school property *Tree Fu Tom*. FMK also represents a number of leading child-focussed and family entertainment formats including *Marrying Mum and Dad* (BBC). Its rich archive of family classics houses cult UK magazine show *Rainbow*, the original *Danger Mouse*, *Count Duckula* and multiple other titles. FMK also manage the consumer products programmes for leading FremantleMedia shows in the UK including *American Gods*, *Family Fortunes*, and original *Baywatch*.

With offices in the UK, US, Australia and Hong Kong, FMK is a division of FremantleMedia, one of the leading creators, producers and distributors of TV entertainment brands in the world. FremantleMedia is part of RTL Group, a leader across broadcast, content and digital, which in turn is owned by Bertelsmann, the international media company.

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