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Nelvana, WeKids, and Toon Boom Animation's Joint Talent Initiative *China Tales Incubator* Now Open for Submissions

Animation Incubation Program Invites Creative Talent in China to Submit their Kids' Animation Concepts by July 6, 2018

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TORONTO, CANADA April 24, 2018 – Corus Entertainment's **Nelvana**, **WeKids**, and **Toon Boom Animation** are pleased to announce that their [joint talent initiative](#), ***China Tales Incubator***, has officially opened its online portal for submissions. The partners are committed to discovering new talent and developing, producing, and distributing original, cutting-edge kids' animation from China to global audiences.

China-based creatives – animators, writers, illustrators, storytellers, and artists – are now invited to submit their comedic, character-driven concepts for kids aged 2-5 and 6-11, via the *China Tales Incubator* website (<http://www.chinatales.com.cn>). Accepted in either Mandarin or English, submissions must include a working title, target demo, proposed format, summary, and a maximum of five illustrations. The first-round deadline is **July 6, 2018**. Submissions will be evaluated by September 30, 2018.

The winning concept will be put into development through the partnering companies with the goal of creating a pitch bible and an animation test or trailer to then take the concept to the international market for distribution, licensing, and merchandising.

To kick-off the initiative, Nelvana, WeKids, and Toon Boom Animation will host six *China Tales Incubator* Workshops in Hangzhou, Suzhou, Shanghai, Beijing and Shenzhen from April 26 – May 11. Specialists in writing, developing, and producing animation from the three companies will be introducing the incubator program to attendees. Chinese animation studios, broadcasters, streaming platforms, animation academies, and independent animators, writers, and artists are all invited to attend these workshops. The first workshop in Hangzhou will be held as a panel of CICA/iABC. Please visit the *China Tales* website for more information.

"Nelvana could not be more pleased to be moving into the next phase of our partnership with WeKids and Toon Boom Animation," said Scott Dyer, President, Nelvana. "China holds tremendous untapped potential in the international animation market and we're keen to unearth new talent through the *China Tales Incubator* competition."

Manman Chen, COO of WeKids added, "We are delighted to be working with world leaders in the animation industry to identify and bring to the Chinese and world markets animation created by the best and brightest Chinese animators, writers and illustrators. Nelvana, one of the top animation producers and distributors in the world, is the perfect partner to recognize, produce and distribute Chinese-inspired properties across the world. Toon Boom Animation, with its cutting-edge technology, will be a terrific collaborator in bringing these series to the screen. We are excited to be part of this historic partnership."

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.

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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



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exploitation of key properties throughout Greater China, including all aspects of brand management. For more information, visit: wekids.com.

About Toon Boom Animation Inc

Toon Boom Animation Inc's award-winning software is the global standard for 2D animation and storyboarding. Toon Boom Animation solutions provide everyone from enthusiasts to professionals with the artistic freedom to create in any style and efficiently publish anywhere. Customers include Disney Television Animation, Amazon, Fox Television Animation, Nelvana, Ubisoft, Toei Animation, The SPA Studios, Xilam and Boulder Media. Toon Boom technology is available in Japanese, Simplified Chinese and Spanish. For more information, visit: toonboom.com.

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