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NELVANA, WEKIDS, AND TOON BOOM ANIMATION DISCOVER INTERNATIONAL TALENT WITH CHINA TALES INCUBATOR

Beijing-based Bingo Animation Studio's "Dreamweavers" Selected as Finalist

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TORONTO, CANADA – February 13, 2019 – Corus Entertainment's **Nelvana**, a world-leading international producer and distributor of children's animated content, in partnership with **WeKids**, Chinese animation distribution specialist and brand manager, and **Toon Boom Animation**, developers of the world's leading storyboarding and animation software, are pleased to announce the success of their joint talent initiative, **China Tales Incubator**. The collaborative effort between the three well-known industry leaders was established to attract talent and discover story ideas to develop, produce, and distribute for audiences in China and around the world.

The incubating program welcomed China-based creatives – animators, writers, illustrators, storytellers, and artists – to submit kids' animation concepts, with the best entry proceeding into development. Nelvana, WeKids and Toon Boom Animation hosted six China Tales Incubator Workshops in Hangzhou, Suzhou, Shanghai, Beijing and Shenzhen, discovering a series of creators with strong vision and unique visual direction. The submissions ranged a full spectrum of kids' content including preschool, family, TV series, feature film ideas, 2D and CGI-animated projects.

From Beijing, Bingo Animation Studio's "Dreamweavers" project was selected among all entries to be put into development by the partnering companies. The larger goal of the initiative is to present the concept to an international market for distribution, licensing, and merchandising. Beijing Bingo Animation Studio, founded in 2010, designs, develops and produces animation series and feature films, and has worked in close cooperation with renowned global companies, including Disney, Alibaba Pictures, and CCTV.

"We are proud to foster China-based talent and offer original, cutting-edge kids' animation to global audiences," says Athena Georgaklis, Head of Development, Nelvana. "The chosen project, 'Dreamweavers' was particularly intriguing because of its emphasis on the strong female characters who would later serve as role models for G4-7."

"Dreamweavers" follows a budding creative named Eve who is invited into a fantastical textile world, where her costume-making dreams take a magical twist! Eve and her new friends apply their passion for fashion to create enchanted clothing and hope to one day earn the ultimate title of the *Dreamweaver!*

"We are excited to be part of this historic partnership with Nelvana and Toon Boom Animation, and work with some of the most talented Chinese creators in order to bring the concept of 'Dreamweavers' to life," says Sean Chu, Founder and CEO, WeKids. "China continues to play a significant role in the international animation market, and this new project offers viewers Chinese content with a universal appeal."



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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 100 titles of outstanding kids' animation programs, **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 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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