



## **NELVANA GREENLIGHTS SEASON THREE OF DAYTIME EMMY® NOMINATED PRESCHOOL SERIES *MISS PERSONA***

**New Season of Live-Action Series *Miss Persona* Features Longer  
Episodes and New Characters**

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### **For Immediate Release**

**TORONTO, January 30, 2020** – Corus Entertainment’s [Nelvana](#), a world-leading international producer and distributor of children’s animated and live action content, is excited to announce the Season 3 greenlight of its hit series, *Miss Persona* (60x7min). The enchanting third season will introduce new characters, music, and themes, and a returning cast featuring the legendary Fred Penner, Alyson Court (*Big Comfy Couch*), Joe Motiki (*The Crawlspace*), puppeteer Mike Petersen (*Fraggle Rock*, *Toopy and Binoo*) and former WWE wrestling champion Anthony Carelli (Santino Marella). New characters include an adorable puppy puppeteered by Ingrid Hansen (*Helpsters*) and more to be announced in the coming months. This season also features cameos by Emma Wiggle and Steve “Ed The Sock” Kerzner playing Ted The Sock. With episodes featuring 60 original songs set to premiere Fall 2020 on Treehouse, *Miss Persona* is back and bigger than ever.

Developed for children ages two to five, *Miss Persona* uses dress up and imagination to solve problems with her best friend, Brandon Bear, a shy teddy bear. Each episode will include a narrative short, original song and crafting segment. The storylines guide kids through the many ‘firsts’ of being a preschooler through the experiences of Brandon Bear, such as making his first friend, getting jealous for the first time, learning to share, and other early childhood milestones. *Miss Persona* helps kids grow emotional resilience and reduce any anxiety that comes along with new experiences – all while having musical fun along the way.

“After charming audiences on YouTube and growing into a linear success story on Treehouse in Canada, *Miss Persona* has quickly become a shining star within Nelvana’s catalogue, inspiring broadcasters and preschoolers alike.” says Pam Westman, President, Nelvana. “Our team is excited to be working closely with Kimberly Persona to produce an innovative third season filled with even more imaginative play, exciting surprises and guest appearances.”

Nominated for two Daytime Emmy® Awards, including Outstanding Preschool Series, and Winner of the 2019 Youth Media Alliance Award of Excellence for Best Digital First Content, *Miss Persona* was a top 20 series for preschoolers in Canada across all Kids specialty networks on TV last spring\* and has earned millions of views on YouTube since its launch in September 2018. Most recently, *Miss Persona* has also been nominated for a Kidscreen Award for Best Original Web/App Series.

“I’m so honoured to be working with Nelvana on my dream project. They provide unwavering support to produce a truly creator driven series, which means the show has a personal touch from my heart.” says



Kimberly Persona, creator and star of *Miss Persona*. “There are so many diverse topics we explore this upcoming season and I’m proud to be telling stories that are fresh and authentic.”

Building on its ratings success, *Miss Persona* launched a live tour this past summer with a multi-week run at the Canadian National Exhibition, followed by five additional shows across Canada. The tour will resume in May 2020 with more dates to be confirmed.

Meet the team and learn more about *Miss Persona* broadcasting and licensing opportunities with Nelvana at Kidscreen Summit - Brickell Room, Suite 3.

*\*Source: Numeris PPM Data, SP'19 (Dec 31/18 – May 26/19) confirmed data, 3+ airings, preschoolers=K2-5, AMA(000), English Kids Networks only, Total Canada*

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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 Canadian Screen Awards. Visit the Nelvana website at [nelvana.com](http://nelvana.com).

Follow Nelvana on Twitter @NelvanaEnt

### **About Corus Entertainment**

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that develops and delivers high quality brands and content across platforms for audiences around the world. Engaging audiences since 1999, the company’s portfolio of multimedia offerings encompass 34 specialty television services, 39 radio stations, 15 conventional television stations, a suite of digital assets, animation software, technology and media services. Corus is an established creator of globally distributed content through Nelvana animation studio, Corus Studios, and children’s book publishing house Kids Can Press. The company also owns innovative full-service social digital agency so.da, and lifestyle entertainment company Kin Canada. Corus’ roster of premium brands includes Global Television, W Network, HGTV Canada, Food Network Canada, HISTORY®, Showcase, National Geographic, Disney Channel Canada, YTV and Nickelodeon Canada, Global News, [Globalnews.ca](http://Globalnews.ca), Q107, Country 105, and CFOX. Visit Corus at [www.corusent.com](http://www.corusent.com).

### **About Balloon House Productions**

Daytime Emmy-nominated Balloon House Productions is a boutique Canadian production company devoted to creating entertaining, meaningful media for kids. In addition to *Miss Persona*, they are currently in pre-production on their second season of an absurd science series with Shaftesbury Kids called *Space Dragon & Kim*. Balloon House also produced *Princess Sparkly Butt & The Hot Dog Kid* for Teletoon, based on their award-winning Toronto Fringe Festival musical. That project was nominated alongside *Miss Persona* at the Youth Media Alliance Awards of Excellence. The feature film toured the world at film festivals, winning awards along the way. They are currently in development on another top secret project. For more information please visit the Balloon House website: [www.balloonhouseproductions.com](http://www.balloonhouseproductions.com)

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