

## NELVANA STRIKES DEVELOPMENT DEAL WITH ANDREWS MCMEEL ENTERTAINMENT TO ADAPT ACCLAIMED *TRAPPED IN A VIDEO GAME* BOOKS INTO A SERIES OF FILMS

The New CG Animated Movies Are Based on Bestselling Books by Dustin Brady



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### For Immediate Release

**TORONTO, January 30, 2024** – Nelvana, a world-leading international producer, distributor and licensor of children’s animated and live action content, is collaborating with **Andrews McMeel Entertainment** to develop *Trapped in a Video Game*, a series of films based on the beloved book series. The stories, created and written by Dustin Brady, have already captivated children around the world, and boast a fan base that will fuel the success of the upcoming movies.

“The energetic, edge-of-your-seat adventures that Dustin Brady has created aligns so well with Nelvana’s brand of world class storytelling,” said Athena Georgaklis, Vice President of Nelvana Studios. “Books have the power to transcend pages, and when those stories are extended to new platforms, we can give fans another way to experience their favourite characters. It’s a pleasure working with Andrews McMeel Entertainment to build upon the *Trapped in a Video Game* fandom.”

While development is underway on the first movie, Nelvana and Andrews McMeel Entertainment are looking for international partners.

Getting sucked into a video game is not as much fun as you’d think. Sure, there are jetpacks, hover tanks, and infinite lives, but what happens when the game starts to turn on you? In the bestselling book series, 12-year-old Jesse Rigsby finds out just how dangerous video games – and the people making those games – can be. The film series will deliver the non-stop action, huge plot twists and tons of humour that fans know and love from the books.



“Dustin Brady enthralled readers with the first *Trapped in a Video Game*, and fans have eagerly anticipated (and subsequently delighted in) each book that followed,” said Matt Sheppo, Head of Development at Andrews McMeel Entertainment. “The vibrant and imaginative adventures lend themselves perfectly to screens, and we’re confident viewers will be just as thrilled with each film. Nelvana is an ideal partner to bring the popular series to life.”

The first installment of the five-book series was released in 2018, and the complete series has sold nearly 2.5 million copies worldwide. The books are published by Andrews McMeel Publishing. Andrews McMeel Entertainment is represented by Independent Artist Group (IAG).

For broadcast and merchandise licensing opportunities, e-mail [info@nelvana.com](mailto:info@nelvana.com).

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### **About Nelvana**

Entertaining kids for over 50 years, 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 action series, and ancillary consumer products programs. Nelvana’s content airs on Corus Entertainment’s kids channels in Canada and in over 180 countries around the world. The Nelvana library has well over 5,000 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).

### **About Corus Entertainment Inc.**

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 33 specialty television services, 39 radio stations, 15 conventional television stations, digital and streaming platforms, and technology and media services. Corus is an internationally-renowned content creator and distributor through Nelvana, a world class animation studio expert in all formats and Corus Studios, a globally recognized producer of hit scripted and unscripted content. The company also owns full-service social digital agency so.da, lifestyle entertainment company Kin Canada, and children’s book publishing house, Kids Can Press. Corus’ roster of premium brands includes Global Television, W Network, HGTV Canada, Food Network Canada, Magnolia Network Canada, The HISTORY® Channel, Showcase, Adult Swim, National Geographic, Disney Channel Canada, YTV, Global News, [Globalnews.ca](http://Globalnews.ca), Q107, Country 105, and CFOX, along with streaming platforms STACKTV, TELETOON+, the Global TV App and Curiouscast. Corus is the domestic advertising representative and an original content partner for Pluto TV, a Paramount Company, which is the leading free ad-supported streaming television (FAST) service. For more information visit [www.corusent.com](http://www.corusent.com).

### **About Andrews McMeel Entertainment**

Andrews McMeel Entertainment (AME) is a division of Andrews McMeel Universal (AMU), an independent, global media company that partners with and supports a world-class roster of creative and diverse talent. Through publishing, syndication, entertainment and interactive experiences, AMU connects audiences to universal messages of truth, humor and hope that have the power to connect people and change lives. Recent AME projects include a CGI animated *Marmaduke* feature for Netflix, the hit *Big Nate* animated series for Nickelodeon & Paramount+, the upcoming *Garfield* feature starring Chris Pratt, and *Rupi Kaur Live*, a groundbreaking live poetry performance special for Amazon Prime Video. For more information visit [www.andrewsmcmeel.com](http://www.andrewsmcmeel.com).

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