



Animation Ireland and An Post team up for Stamp Launch

March 20, 2015:

Animation Ireland and An Post have gone hi-tech to celebrate an Irish success story with the release today of a four stamp set celebrating the Irish animation industry.

In a first for An Post, the stamps feature Augmented Reality technology to virtually bring them to life. When scanned by a Smartphone with the *CEE App* installed, a specially produced film featuring *Roy*, *Give Up Yer Aul Sins*, *The Secret of Kells*, *Nelly & Nora* and other animated works can be seen.

The four 68c stamps, a beautiful first day cover and a collector's item booklet containing four sets of the special stamps alongside additional illustrations and information were designed by leading Irish design company Vermillion Design and are available from main post offices, from the Stamp Shop in Dublin's GPO and online at www.irishstamps.ie.

"Animation Ireland approached An Post with this idea and we were delighted that they embraced it with such enthusiasm. It is fitting that these beautifully designed Irish stamps will be seen around the world just as our animation is." said Cathal Gaffney, Animation Ireland.

The series of stamps represents a diversity of styles and techniques from short films to TV series and feature films, all of which are internationally acclaimed.

Today, animation produced in Ireland is viewed by more than 100 million children every year in more than 140 countries around the world. Animation production is a happy marriage of art and commerce, requiring highly skilled staff using technology to tell stories. It is the largest employer of full time permanent staff in the Film & TV sector in Ireland, playing a key role in Ireland's creative economy.

Roy, produced by Jam Media, was awarded the coveted 2012 Children's BAFTA Drama Award. *Give Up Yer Aul Sins* by Brown Bag Films received an Oscar nomination in the Short Film (Animated) category in 2002. *The Secret of Kells* by Cartoon Saloon was nominated for an Oscar in 2010 in the Best Animated Feature film category. More recently, *Nelly & Nora* by Geronimo Productions has achieved considerable international success following its world premiere in February 2015.

For more information, please visit www.animationireland.com

About Animation Ireland

Animation Ireland was established in 2006 as a collective of studios who work together to support this thriving part of the creative economy. Its mandate is to promote Ireland as the best country in the world to produce animation. Every year 100 million people around the world watch animated programmes produced in Ireland. Animation Ireland receives support from both Enterprise Ireland and the Irish Film Board.

www.animationireland.com



Roy

2009-2015. 52 x 28 Min, Jam Media

Roy is the BAFTA® and IFTA award winning TV mockumentary about Ireland's only cartoon boy. Despite his obvious physical differences, **Roy** is the same as any other 11 year old, trying to fit in and be accepted. The series explores the tricky elements of growing up, and the stories are told with the unique **Roy** charm and humour that has resonated with viewers in Ireland, the UK and beyond and is a trademark characteristic of all JAM Media shows. **Roy** is a CBBC/RTÉ co-production, created and produced by JAM Media with the participation of the Irish Film Board.



Give Up Yer Aul Sins

2002, 5 Min, Brown Bag Films

Give Up Yer Aul Sins, nominated for an Academy Award® in 2002, is based on original recordings of young Dublin children retelling Bible stories in schoolrooms in the 1960s made by their teacher Peig Cunningham. Cathal Gaffney re-envisioned the collection of recordings as an animated short film which led to a seven part series. In **Give Up Yer Aul Sins**, a documentary crew arrives to film the activities of the classroom. The teacher chooses schoolgirl Mary to retell, in her own imaginative way, the bible story of John the Baptist and his pal Jesus – a “shockin’ holy saint”.



The Secret of Kells

2009, 76 min, Cartoon Saloon

In 2010 Kilkenny-based Cartoon Saloon's first feature film, **The Secret of Kells** garnered its director Tomm Moore an Oscar® nomination. The Book of Kells provided visual inspiration for the film. The image used for this stamp is from a scene featuring the forest spirit Aisling, who helps young Brendan find the materials he needs to make ink and ultimately complete the Book of Kells. The film went on to receive many awards and was critically acclaimed, helping to put Cartoon Saloon and Irish animation on the map internationally.



Nelly & Nora

2014, 52 X 7 Min, Geronimo Productions

The stamp image is from Geronimo's latest production, "Nelly & Nora", currently airing on RTÉ. It's a show about two sisters who holiday in a Camping Park by the sea, where they spend their time outdoors having fantastic all-weather adventures. "Nelly and Nora" brings an Irish obsession with the weather to international audiences as the show is broadcast and published through BBC Worldwide and Walker Books, where the girls will hopefully inspire children around the world to get outside and make their own all weather adventures!