



BROWN BAG FILMS® Announces Opening of a New 2D Animation Studio with 40 jobs in Manchester, UK.

Manchester, England, 20 November 2014

Award-winning animation studio Brown Bag Films have announced the launch of a 2D animation studio in Manchester. Initially employing 40 staff, the new studio will extend the studio's production and creative capability. The announcement was made by Cathal Gaffney at the Manimation Festival in MediaCityUK, Manchester where he delivered the keynote address.

Celebrating twenty years in business in 2014, Brown Bag Films employs over 160 full time staff from their studios in Dublin and Los Angeles. Brown Bag Films are currently in production on a second season of **Peter Rabbit** and a fourth season of **Octonauts** for Silvergate, as well as new seasons of **Doc McStuffins** and **Henry Hugglemonster** for Disney Jr.

Brown Bag Films' latest co-production with Acamar Films, **Bing**, premiered on CBeebies in June 2014 and has been nominated for a BAFTA in Best Pre-school Animation.

Sarah McQuire, newly appointed Studio Manager of Brown Bag Films UK said, *"To be part of the creation of a new, vivacious studio is a very exciting venture. The studio opening has created a number of roles for people within the Animation Industry and to be involved from the beginning is an opportunity not to be missed."*

The Manchester studio will build on Brown Bag Films' track record by implementing a long form 2D animation pipeline using Toon Boom Harmony and Storyboard Pro software throughout and expanding their current output of animation production to the North West of the UK.

Robert Chandler, Executive Producer, UK, for Brown Bag Films, said *"The new studio will be producing and developing material for all ages of children, including pre-school and older age groups. We'll be equipped to handle all kinds of 2D animation, from cut-out to traditional. This is very exciting for British animation."*

Brown Bag Films CEO, Cathal Gaffney, said *"As we celebrate our 20th year in business this year, there is no better way to celebrate than by expanding and opening a new studio in Manchester. We are very excited to get back to our hand-drawn animation roots with this 2D studio and Manchester is such a brilliant and vibrant city with so much talent to offer. As we grow, we hope to have as many as 40 full time jobs in the new year."*

Brown Bag Films' new animation studio is opening at The Sharp Project, Manchester, in November, 2014.

For more information, please visit www.brownbagfilms.com or contact Anahita Tabarsi at anahita.tabarsi@brownbagfilms.com

About Brown Bag Films

Brown Bag Films are one of Europe's most exciting, original and successful creative-led animation studios. Celebrating 20 years in business this year, their Dublin-based headquarters have produced cutting-edge animation for the international market, bagging numerous awards along the way. These include Oscar® nominations for *Give Up Yer Aul Sins (2002)*, *Granny O'Grimm's Sleeping Beauty (2010)*, three Emmy® awards for *Peter Rabbit (2014)*, and a host of BAFTA, Emmy® and Annie nominations for their hit shows *Octonauts*, *Doc McStuffins* and *Henry Hugglemonster*.

Brown Bag Films' much-loved TV shows are viewed by millions of children worldwide and include Doc McStuffins, Henry Hugglemonster, Peter Rabbit, Olivia, Noddy in Toyland, and Octonauts. Their most recent production is Bing or Bing Bunny, a pre-school series for CBeebies, which premiered in June 2014. With a second office in LA, Brown Bag Films are committed to producing the highest-quality, cross-platform animation with strong stories and engaging characters.

Founded in 1994 by Cathal Gaffney and Darragh O'Connell, Brown Bag Films have worked with some of the world's biggest entertainment names, including Disney, Nickelodeon, BBC, Chorion and Silvergate Media.

The studio is among the most technically-advanced in the world, with full animation, picture and audio post-production facilities in-house. Their motto is simple: 'We love animation'. In fact, they love it so much they trademarked it: 'We Love Animation™.'

www.brownbagfilms.com