

**BROWN BAG FILMS® AND SCHOLASTIC UK ANNOUNCE PARTNERSHIP**

Dublin, Ireland, 26th March 2015

Award-winning animation studio Brown Bag Films and publishing house Scholastic UK have formed a partnership to jointly develop publishing and animated content for children’s audiences.

Under the terms of the partnership, Brown Bag Films and Scholastic UK will enter a mutual first-look deal. Brown Bag Films will bring their original content to Scholastic UK for publishing opportunities, and Scholastic UK will share upcoming titles with potential for animation development with the studio.

The partnership will allow both companies to review content at an early stage and ensure that properties will be developed for both publishing and animation platforms simultaneously.

Brown Bag Films’ co-founder and Chief Creative Officer Darragh O’Connell said, “Brown Bag Films has a great track record of bringing much-loved books to the screen, and Scholastic UK’s vast experience and expertise in publishing for children means they are the perfect partner to continue doing this with. I’m hugely excited about the wonderful properties we are going to develop together”

Scholastic UK Co-group M.D. Catherine Bell said, “We are delighted to be partnering with Brown Bag Films in this way. Storytelling is at the heart of everything we do and we’re looking for great content that really resonates with kids. This partnership represents an exciting route to new project acquisition and one that we very much hope will open opportunities to work with some of our authors and illustrators.”

Brown Bag Films’ Development Producer Jennie Stacey said, “This is a fantastic opportunity for us to develop our original content for publishing from the ground up. Scholastic UK has an incredible catalogue of brand new titles with huge potential for animation. We look forward to partnering with Scholastic and exploring how to bring these titles to life on screen”

Scholastic UK Commissioning Editor David Maybury said, “Brown Bag Films have an incredible slate and some of the best creative talent in the world, I can’t think of a better partner to develop new books and characters with. Working with them will help us create stories with wide audience appeal to complement our stable of stellar authors and illustrators.”

Brown Bag Films produce award winning animated television series such as ‘Doc McStuffins’, ‘Octonauts’, ‘Henry Hugglemonster’, ‘Peter Rabbit’ and ‘Bing’. The studio has just kicked off production on the brand new series ‘The Stinky & Dirty Show’ for Amazon Studios, based on the books by Kate & Jim McMullan.

Scholastic is home to some of the best-selling and most loved children’s books, including The Hunger Games, Horrible Histories, Tom Gates and the UK’s No. 1 picture book duo, Julia Donaldson and Axel Sheffler. Forthcoming publications include a collaboration with CBeebies presenters, Sam and Mark and a re-launch of the popular Goosebumps series ahead of a new live action film.

For more information, please visit [www.brownbagfilms.com](http://www.brownbagfilms.com) or contact Anahita Tabarsi at [anahita.tabarsi@brownbagfilms.com](mailto: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. After 21 years in business, their Dublin-based headquarters continue to produce 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](http://www.brownbagfilms.com)

**About Scholastic**

Scholastic Corporation (NASDAQ: SCHL) is the world's largest publisher and distributor of children's books and a leader in educational technology and related services and children's media. Scholastic creates quality books and ebooks, print and technology-based learning materials and programs, magazines, multi-media and other products that help children learn both at school and at home.  The Company distributes its products and services worldwide through a variety of channels, including school-based book clubs and book fairs, retail stores, schools, libraries, on-air, and online at [www.scholastic.com](http://www.scholastic.com).