



## **DISNEY JUNIOR GREENLIGHTS SECOND SERIES OF PRESCHOOL HIT, HENRY HUGGLEMONSTER**

**Irish-Produced Animated Series based on Niamh Sharkey's Original Children's Book to Return to Screens in Autumn 2014**

**Dublin, 25 September, 2013** - Disney Europe Middle East & Africa today announced the start of production for a second series of hit preschool animation, *HENRY HUGGLEMONSTER*. Twice Oscar-nominated, Brown Bag Films in Dublin, returns to produce the second series under the guidance of Disney's London-based production hub.

Nancy Kanter, Executive Vice President Original Programming and General Manager, Disney Junior Worldwide comments: *"The incredibly talented team at Brown Bag Films has created an engaging series for Disney Junior that delivers everyday life lessons and models positive family and community relationships that are relatable to audiences around the world. A second season will build off of this terrific start and create even more connections with kids and families."*

Beth Gardiner, Vice President, Production, Disney Junior, EMEA leads a Disney team working closely with Brown Bag Films to deliver the 52 x 11 minute second series with inspiration again coming from Ireland's Children's Literature Laureate, Niamh Sharkey, author of *"I'm a Happy Hugglewug"*, the illustrated storybook that the original series was based on.

Beth Gardiner, comments: *"We are thrilled to be reunited with our 'roarsome' Brown Bag crew, and look forward to more stories about HENRY HUGGLEMONSTER and his monstery family."*

Cathal Gaffney, Executive Producer & CEO, Brown Bag Films adds: *"This second series sees Brown Bag Films create a further 30 jobs bringing us to 150 full time staff in our Dublin studio. Knowing that children around the world continue to watch and love HENRY HUGGLEMONSTER, which was originated, designed and animated in Ireland makes us all very proud."*

Each 11 minute episode transports preschoolers into the world of Henry Hugglemonster as he guides the audience through the ups and downs of being part of a loving, bustling monster family. The series is directed by Emmy Award winning director Norton Virgien (*Rugrats, Doc McStuffins*), the Story Editor is Robert Vargas (*Zack and Quack*) and the series is produced by Colm Tyrrell and Gillian Higgins (*Doc McStuffins, Octonauts*). *HENRY HUGGLEMONSTER* is set to return to screens from Autumn 2014, and the series will air on Disney Junior in more than 150 countries worldwide.

The first series of *HENRY HUGGLEMONSTER* featured a stellar guest-voice cast including Spice Girl *Geri Halliwell*, and award-winning actors *Brenda Blethyn*, OBE, and *Brian Blessed*. Since its launch in February 2013, the series has reached over 5 million viewers\* in the UK alone.

The show is produced by Disney's London based production hub which drives the investment in, and development of, animation and live action content outside North America, for both European and global distribution. It has already achieved great success with series such as *Jungle Junction* and *Art Attack* (Disney

Junior), *Violetta* (a co-production with Latin America for Disney Channel) and *Randy Cunningham: 9<sup>th</sup> Grade Ninja* (Disney XD).

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### **Notes to Editors:**

\*Since its launch (8th February 2013), *Henry Hugglemonster* has reached over 5.1 million viewers aged 4+ - of this over 1.7 million were Kids 4-1, that's a fifth of all UK kids aged 4-15 and the show also reached a third of Housewives with kids aged up to 3 years old

Source: BARB/AdvantEdge. All Homes. Reach based on 8th Feb-16<sup>th</sup> Sep 13. Ranking on Disney Junior based on 5-65 mins, min 4 TX's & excludes shorts (specifically Minnie's Bow-Toons & Cars Toons)

### **Disney Junior EMEA**

Disney Junior is the multiplatform entry point to all things Disney, starting from preschoolers ranging up to 7 year olds, and their carers and parents. Programming incorporates creative storytelling and engaging characters that help make learning a playful experience with hit shows like *Jake and the Never Land Pirates*, *Doc McStuffins*, *Mickey Mouse Clubhouse* and Disney's first 'little girl princess' animated series, *Sofia the First*. Disney Junior also features the EMEA-produced *Tales of Friendship with Winnie the Pooh*, *Art Attack*, and *Henry Hugglemonster*.

### **About The Walt Disney Company in Europe Middle East and Africa**

The Walt Disney Company, together with its subsidiaries and affiliates, is a leading diversified international family entertainment and media enterprise. Disney is a Dow 30 company and had annual revenues of around \$42.3 billion in its last fiscal year (FY12).

The Walt Disney Company has been at the forefront of family entertainment in Europe, Middle East and Africa (EMEA) for 80 years and is dedicated to creating innovative, entertainment experiences for children and families. Disney has a presence in 25 countries and employs more than 6,000 people (and 14,500 employees in Disneyland Paris) in 42 offices, and London (UK) is the regional headquarters. Disney is experienced in numerous ways across the region including in cinemas, on TV screens with Disney-branded channels as well as through non branded content such as the award-winning series "*Revenge*", through a wide range of consumer products that are sold at mass market retailers and in numerous Disney Stores across the region, and at Disneyland Paris, which opened in 1992 and is Europe's #1 tourist destination.

### **About Brown Bag Films®**

Brown Bag Films® is a global leader in children's and family entertainment and millions of kids watch our animations every day in over 150 countries. Brown Bag Films® has produced some of the world's most popular pre-school shows including *Doc McStuffins*, *Henry Hugglemonster* and *Octonauts*. As well as Emmy and BAFTA nominations for its TV series, the studio has been awarded two Oscar® nominations for its short films *Give Up Yer Aul Sins* (2002) and *Granny O'Grimm's Sleeping Beauty* (2010)

With over 20 years experience, Brown Bag Films® remains a creatively-owned and managed studio employing over 130 full time staff. Headquartered in Dublin with operations in Los Angeles, the studio continues to grow and attract top animators and producers from around the globe.

Using technology to tell stories, Brown Bag Films® has built its own picture and audio post-production facility. Its Technology R&D department is focused on consistently increasing operational efficiency and developing the studio's cutting edge digital infrastructure.

Brown Bag Films® produces animated content for all screen platforms. Brown Bag Digital widens our market expertise in new platforms for entertainment, developing strategies to produce and distribute non-linear content. Through its online communication and distribution hub BBF Labs, Brown Bag Films® delivers new content and behind-the-scenes access directly to its audience.

Brown Bag Films®' motto is simple: 'We love animation'. In fact, they love it so much they own the trademark; We Love Animation™. For more information, check them out on their [website](#) or on [Twitter](#), or drop them a line at [info@brownbagfilms.com](mailto:info@brownbagfilms.com)