**

Brown Bag Films™ announce animation community website Brown Bag Labs**

Dublin, Ireland, 4 February 2014

Brown Bag Films™, one of the world’s most successful kids’ animation studios, is to give unprecedented access to its studio, launching community-focused website [**Brown Bag LABS**](http://www.brownbagfilms.com/labs/). Opening the doors to its animation studio, LABS offers behind-the-scenes insights, in-depth tutorials, reviews, industry analysis and the chance to watch its shows and projects in development.

As part of Brown Bag Films’ Digital Division, [LABS](http://www.brownbagfilms.com/labs/) is aimed squarely at fans of animation, and will work in tandem with the company’s push into original content, sharing new projects with an online community.

Best known for producing hit animated shows such as Annie Award-nominated [**Doc McStuffins**](http://disney.go.com/disneyjunior/doc-mcstuffins) (Disney Junior), BAFTA-nominated [**Peter Rabbit**](http://www.thefutoncritic.com/ratings/2013/02/21/nickelodeons-brand-new-peter-rabbit-tops-with-kids-total-viewers-306413/20130221nickelodeon02/) (Nickelodeon), Emmy-nominated [**Octonauts**](http://www.bbc.co.uk/cbeebies/octonauts/) (CBeebies) and number one hit show, [**Henry Hugglemonster**](http://www.disney.co.uk/disney-junior/brand/henry-hugglemonster.jsp) (Disney Junior), Brown Bag Films™ has two Oscar® nominations for Give Up Yer Aul Sins (2002) and Granny O’Grimm’s Sleeping Beauty (2010).

[Brown Bag LABS](http://www.brownbagfilms.com/labs/) will open this remarkable track record up to fans, students and industry, and the talented directors, producers, writers, animators and technical teams will be answering questions, offering tips, analysis and much more.

Cathal Gaffney, CEO of Brown Bag Films™ added: “LABS is the first in a series of announcements that will see Brown Bag Films™ continue to innovate and engage with our audience. This is a chance for professionals, students and especially fans to see first-hand the ‘secret-sauce’ that we bring to our projects. ”

Celebrating their 20th birthday this year, Brown Bag Films™ employs over 150 full time staff from its Dublin and LA offices.

For more information, please visit [www.brownbagfilms.com](http://www.brownbagfilms.com) or contact Anahita Tabarsi at anahita.tabarsi@brownbagfilms.com

**About Brown Bag Films**

Brown Bag Films® are Europe’s most successful creative-led animation studio. Since 1994, their Dublin-based headquarters have produced cutting-edge animation for the international market, bagging numerous awards along the way. These include two Oscar® nominations for Give Up Yer Aul Sins (2002), Granny O’Grimm’s Sleeping Beauty (2010) and Bafta, Emmy and Annie nominations for Doc McStuffins, Octonauts, Peter Rabbit and Henry Hugglemonster.

Brown Bag Films' much-loved TV shows are viewed by millions of children worldwide and include Olivia, Noddy in Toyland, Doc McStuffins, Henry Hugglemonster, Peter Rabbit and the aforementioned Octonauts.

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 and managed by animators Cathal Gaffney and Darragh O’Connell, Brown Bag Films is one of Ireland’s business success stories employing over 150 full time staff.

Brown Bag’s Smithfield HQ is a place where state-of-the-art technology meets native Irish artistry and wit. 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)