



BROWN BAG FILMS® Announce Greenlight of ‘The Stinky & Dirty Show’ for Amazon Studios

Dublin, Ireland, 19 February 2015

Award-winning animation studio Brown Bag Films has received the greenlight from Amazon for production of a new animated series. *The Stinky & Dirty Show* will premiere exclusively to Amazon Prime members in the US, UK and Germany in 2016.

The Stinky & Dirty Show, based on the “I Stink!” book series by Kate & Jim McMullan, is written by Guy Toubes (*The Adventures of Chuck & Friends*, *Littlest Pet Shop*, *Hi Hi Puffy AmiYumi*). It follows the adventures and mishaps faced by best friends and unlikely heroes, Stinky the garbage truck and Dirty, the backhoe loader. Whether it’s rescuing their pal Mighty the tugboat, or moving a giant boulder blocking the highway in their town of Go City, Stinky & Dirty are a dynamic duo of resourcefulness who make plenty of mistakes along the way. For them, hilariously failing turns out to be the most fun path to success.

A pilot for *The Stinky & Dirty Show*, directed by Darragh O’Connell and produced by Gillian Higgins at Brown Bag Films, premiered on Amazon Prime in January 2015. As part of its unique development process, Amazon gives customers an opportunity to provide feedback on which pilots they want turned into series that are then available to Prime members. During pilot season, any Amazon customer in the US, UK, and Germany can watch, rate and comment on the pilots. At the end of pilot season, that feedback helps determine the shows that become an Amazon Original Series.

Amazon announced on Thursday 18 February that it has greenlit five new Amazon Original Series, including kids shows *Just Add Magic*, and *The Stinky & Dirty Show*.

Brown Bag Films’ co-founder and Chief Creative Officer Darragh O’Connell said, “It has been fantastic working with the whole team at Amazon and a great honour to bring to life this world created by Kate & Jim McMullan. Our challenge was to adapt their book’s painterly style into a CG environment, and our artistic and technical teams created new techniques for us to use along the way. We look forward to expanding this world and creating lots of pals for Stinky and Dirty to play with”.

Susan Cunningham, HR Manager said, “This is fantastic news for Brown Bag Films and will see us continue to grow our business with 40 new jobs in Ireland working over the coming 18 months. We will be recruiting immediately so keep an eye on our website www.brownbagfilms.com”

The Stinky & Dirty Show will begin production in Brown Bag Films’ Dublin-based animation studio in March 2015.

For more information, please visit www.brownbagfilms.com or contact Clare Parsons at clare.parsons@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

About Prime Instant Video

Amazon Prime members have instant access to stream tens of thousands of movies and TV episodes, including award-winning Amazon Original Series, available on Prime Instant Video at no additional cost to their membership. In addition, new release movies like *Gone Girl*, *Boyhood* and *Birdman* along with in-season shows like *The Walking Dead*, *Scandal* and *Better Call Saul* are also available for rent or purchase on Amazon Instant Video for all customers to stream and enjoy.

Customers can watch shows and movies with the Amazon Instant Video app. The Amazon Instant Video app is available on hundreds of devices including connected TVs, Amazon Fire TV, Roku, Xbox and PlayStation, as well as on mobile devices like Fire phone, Fire tablets, iPhone, iPad, and Android devices. Customers can also watch online at Amazon.com/PIV. Prime Instant Video is also the only U.S. online-only subscription streaming service that enables offline viewing—on a plane, on vacation, and anywhere else where you may not have Wi-Fi.

Amazon Prime members have exclusive access to popular TV series at no additional cost to their membership. Prime members can enjoy binge-worthy TV shows including Amazon Original Series' airing now such as multi-Golden Globe winning series, *Transparent*, the hour-long drama, *Bosch*, based on Michael Connelly's best-selling books, the Roman Coppola and Jason Schwartzman comedy, *Mozart in the Jungle* and the political comedy starring John Goodman, *Alpha House*, in addition to HBO favorites like *The Sopranos*, *True Blood* and *Six Feet Under*, and popular primetime series including *24*, *Covert Affairs*, *Downton Abbey*, *Extant*, *Falling Skies*, *Grimm*, *Hannibal*, *Justified*, *Orphan Black*, *Teen Wolf*, *The Americans*, *Under the Dome* and *Veronica Mars*. Prime members also have access to an exclusive collection of kids shows now airing including Amazon Original Series' *Annedroids*, *Gortimer Gibbon's Life on Normal Street* and *Tumble Leaf*, as well as popular shows from Nickelodeon and Nick Jr. including *SpongeBob SquarePants*, *Dora the Explorer*, *Team Umizoomi*, *Blue's Clues* and *The Bubble Guppies*.

Comprehensive cast and crew information, including bios and filmographies, is available on Amazon's IMDb (www.imdb.com), the world's most popular and authoritative source for movie, TV and celebrity content.

About Amazon

Amazon.com opened on the World Wide Web in July 1995. The company is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire phone, Fire tablets, and Fire TV are some of the products and services pioneered by Amazon.