



BROWN BAG FILMS® celebrates 3 Emmy Award® Wins and 5 Daytime Emmy Award® Nominations.

Dublin, Ireland, 2 May 2014

Brown Bag Films is celebrating three Emmy® wins and five Daytime Emmy® nominations for their work on the hit 3D animated series *Peter Rabbit*, a Silvergate Media production in conjunction with Penguin UK and Nickelodeon USA. The announcement was made on May 1, 2014 by The National Academy of Television Arts & Sciences. The Individual Achievement in Animation category winners are Art Director Stephen Robinson for Production Design, Storyboard Supervisor Mårten Jönmark for Storyboards and 2D Designer Eddie Gribbin for Set Design.

The winners of the Outstanding Individual Achievement in Animation award were chosen from over 100 entries by a juried live panel in Los Angeles and will be awarded the prestigious Emmy® Award at the Daytime Creative Arts Emmy® Awards on June 20th, 2014.

Following the announcement, Paula Rosenthal, Executive Vice President for Creative Content at Silvergate Media said, “On behalf of Silvergate Media, we're thrilled that the work of these three exceptional artists has been acknowledged. Stephen, Mårten and Eddie were challenged with bringing to life a refresh of an iconic property, and did so with artistic skill and an unprecedented attention to detail that is apparent in every frame of *Peter Rabbit*. We recognise that it is a competitive field and take great pride in this extraordinary achievement.”

David McCamley, Director of *Peter Rabbit* at Brown Bag Films, said, “Working on this project for the past four years has been such a pleasure and I couldn't have asked a better crew. Emmys are the Oscars of the Television industry so this a fitting testimony to our entire talented and hardworking team here at Brown Bag Films and our partners at Silvergate Media, Penguin UK and Nickelodeon USA.”

The five nominations for Peter Rabbit were received in the following categories:

- Outstanding Special Class Animated Program – Executive Producers Cathal Gaffney, Darragh O’Connell (Brown Bag Films), Mary Durkan, Paula Rosenthal (Silvergate Media), Francesca Dow, Ronnie Fairweather (Frederick Warne) , Supervising Producer Megan Laughton (Silvergate Media), Producers Gillian Higgins, Erik Vignau (Brown Bag Films), Karen Ialacci (Silvergate Media), Co-Producer Sarah Blondine Mullervy (Silvergate Media)
- Outstanding Performer in Animation – Sarah Bolt (Jemima Puddleduck)
- Outstanding Writing in a Preschool Animated Program – Mark Huckerby & Nick Ostler
- Outstanding Original Song – *Spring Has Sprung*, Peter Zizzo
- Outstanding Original Song – Main Title & Promo – *Peter Rabbit Theme Song* – Peter Luyre

“I’m so proud to be associated with such talented people at Brown Bag Films and Silvergate Media. Peter Rabbit is a labour of love for all involved and I am so happy for the team,” stated Peter Rabbit Producer Erik Vignau.

Peter Rabbit is based on the characters created by Beatrix Potter in her classic children's series "The Tales of Peter Rabbit" and is a Silvergate Media production in conjunction with Brown Bag Films, Penguin UK and Nickelodeon USA. Peter Rabbit premiered with a 22-minute holiday special episode *Peter Rabbit’s Christmas Tale* on Nickelodeon on December 14, 2012 in the US to over three million viewers. Following the success of the first season, Nickelodeon USA greenlit the second season of Peter Rabbit in October 2013. The series continues to follow the adventures of mischievous Peter Rabbit and his best friends Benjamin Bunny and Lily Bobtail, as well as many of the much-loved and iconic Beatrix Potter characters, including Squirrel Nutkin, Jeremy Fisher and Mr. Tod.

On his Individual Achievement award, Peter Rabbit Art Director Stephen Robinson said, “It is a privilege to work on such a revered property as Beatrix Potter’s Peter Rabbit. We wanted to honour Beatrix Potter’s work and bring her love for Cumbria’s Lake District to life on screen, and we hope that we have captured that in the series.”

“To win an Emmy® for Individual Contribution is humbling in the extreme and I can only offer a massive thanks to all those many individuals who have made this happen,” stated Peter Rabbit 2D Designer Eddie Gribbin.

“Adventure, excitement and never giving up is as true for the story of Peter Rabbit as it was working on it. To be honoured in such a prestigious way for a project that was a pleasure to be a part of is completely overwhelming,” stated Peter Rabbit Storyboard Supervisor Mårten Jönmark.

The full list of nominations can be found online here:

http://emmyonline.org/day_41st_nominations

The Daytime Emmy® Awards will be presented on June 22, 2014 at the Beverly Hilton Hotel.

Best known for producing hit animated shows such as Annie Award nominated **Doc McStuffins** (Disney Jr), BAFTA-nominated **Peter Rabbit** (Nickelodeon), Emmy-nominated **Octonauts** (CBeebies) and the number one hit pre-school show **Henry Hugglemonster** (Disney Jr). Brown Bag Films® recently celebrated their 20th anniversary in business this year.

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 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 their children's animation series.

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 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.

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 Silvergate Media

Silvergate Media is a highly creative TV Production and licensing company driven by big ideas and big collaborations. Formed in 2011, and with offices in New York and London, Silvergate develops world-

class brands which inspire, entertain, educate and engage through innovative content, great products and strong partnerships. Among these brands are Peter Rabbit and Octonauts, two highly successful international properties for children.

Lifetime global sales of the Beatrix Potter books exceed 250 million and over 2 million Beatrix Potter books are sold every year worldwide – which is four books every minute.

<http://silvergatemediacom>