



MEDIA RELEASE

SLR PRODUCTIONS ANNOUNCES OPTION OF HARPERCOLLINS CHILDREN'S BOOKS 'POOCH-TASTIC' BOOK SERIES, DREAM DOGS

SYDNEY, October 6 2010

Emmy Award winning and leading Australian children's entertainment company, SLR Productions will be seeking partners at MIPCOM this year for the company's first foray into live action with the new 'pooch-tastic' series, DREAM DOGS.

The series of books was pitched at this year's MIP TV market by UK HarperCollins Publishers' Head of Licensing & Content Development, Melanie Beer, and SLR Productions' Suzanne Ryan instantly saw the market potential in this 'paw-fect' comedy for tweens.

Executive Producer, Suzanne Ryan said, "When Melanie pitched these popular books at MIP TV earlier this year, I immediately fell in love with them. SLR expertise is adapting book properties and a key brand like DREAM DOGS fits our slate perfectly. Dream Dogs is the best dog grooming parlour ever and we can't wait to produce this exciting kids series".

Melanie Beer added, "I was delighted by Suzanne's reaction to *Dream Dogs* back in April this year, and have been equally impressed by the enthusiasm and energy of her development team at SLR. Their adaptation of Aimee's debut publishing series promises to be action-packed, funny, adorable and glamorous on-screen."

The books will be developed into a 26 x 30-minute live action series and will feature Pepper, a scruffy, gung-ho, lovable fluff dog and his beloved owner, Bella, an over the top 12 year old girl. Add Bella's off-beat brother, Louie and trendy mum, Suzi to the mix...stir...and you end up with DREAM DOGS, a screwball live-action comedy. This quirky family has moved to the seaside town of Sandy Bay to open DREAM DOGS, a glamorous dog-grooming parlour equipped with every luxury a pampered pooch could pine for.

Based on the popular books by Aimee Harper, the DREAM DOGS series investigates what dogs really think, with hilarious insight. But with humans not hearing a word they say – what goes on in their pooch parlour, stays in the pooch parlour!

Each episode of the DREAM DOGS series will feature guest pooches.

SLR PRODUCTIONS

SLR Productions is one of Australia's leading and Emmy Award winning children's entertainment companies that specializes in the creative development and production of world-class children's entertainment programmes. Executive Producer Suzanne Ryan established SLR as an independent production company in 2003 and, since then, has been sourcing and developing significant properties for the international children's market. With more than 60 hours of content sold in over 50 countries around the world, SLR Productions continues to create hit shows with truly global potential. SLR Productions is owned by Suzanne Ryan and South Pacific Pictures.

www.slrproductions.com

HARPERCOLLINS PUBLISHERS

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