



MEDIA RELEASE

SLR PRODUCTIONS CONFIRMS AUSTRALIAN, CANADIAN AND SCANDINAVIAN BROADCAST DEALS FOR ANIMATED PRESCHOOL SERIES – GUESS HOW MUCH I LOVE YOU – THE ADVENTURES OF LITTLE NUTBROWN HARE

SYDNEY, September 27 2010...

Emmy Award winning and leading Australian children's entertainment company, SLR Productions has today confirmed Australian, Canadian and Scandinavian broadcast deals for the preschool animated series, ***GUESS HOW MUCH I LOVE YOU - The Adventures of Little Nutbrown Hare***.

The first time adaptation of the bestselling classic, GUESS HOW MUCH I LOVE YOU™, into a worldwide animated preschool series has been picked up by Australia's Playhouse Disney for first broadcast run and Australia's leading preschool broadcaster, ABC TV. The 52 x 11 minute series has also been confirmed for broadcast in Sweden on SVT and Finland on YLE. Additionally the preschool series will be seen on French-Canadian channel, TFO, the Ontario channel, TFO and BC channel, Knowledge. The series will also be distributed on DVD in Australia by ABC Commercial.

Executive Producer, Suzanne Ryan said "I am thrilled ***GUESS HOW MUCH I LOVE YOU - The Adventures of Little Nutbrown Hare*** is being supported by these much-loved and trusted pre-school channels. The series will resonate and connect with the audience who are bound to fall in love with the characters and their adventures".

TFO's Co-Production and Acquisitions Manager – Children and Youth Programming, Annick Snell said "TFO is thrilled to be part of the ***GUESS HOW MUCH I LOVE YOU - The Adventures of Little Nutbrown Hare*** series and offer it to francophone children in Canada. The animated series will capture the story's joyful spirit of love and discovery that will delight our pre-school viewers and their parents too".

GUESS HOW MUCH I LOVE YOU – The Adventures of Little Nutbrown Hare relates the adventures of the Nutbrown Hares and their friends with the same endearing simplicity, and love that has made the book a timeless classic. For over 15 years this memorable picture book about a father and son's efforts to measure how much they love each other has enchanted children and adults the world over.

Always ready to play and laugh, Little Nutbrown Hare bounds through his days with a twitching curiosity. The ever patient Big Nutbrown Hare lovingly leads his son on journeys of discovery about the joys that nature holds. Inquisitive Little Field Mouse and mischievous Little Grey Squirrel often join them on adventures and not too far away they might encounter clever Little Redwood Fox, or Little White Owl with her tall tales of mystery and magic. Together they explore the meadows, forests and streams, playing, laughing, and discovering the wonder that the world holds.

GUESS HOW MUCH I LOVE YOU - The Adventures of Little Nutbrown Hare keeps love as the major theme and each adventure in the series has a particular season as its backdrop, the wildflowers of Spring, the long, lazy days of Summer, the brilliant colours of Autumn or the frozen landscape of Winter.

The picture book, written by Sam McBratney, illustrated by Anita Jeram and published by Walker Books, has become an international publishing phenomenon, selling more than 22 million copies worldwide.

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

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