

## MEDIA RELEASE

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### SLR's 'I GOT A ROCKET' BLASTS ONTO AUSTRALIAN SCREENS

SLR Productions and Taffy Entertainment's tween animated series *I Got a Rocket™* will screen on Australia's premier entertainment television network, Network Ten, at 7am every Saturday & Sunday from November 18.

Vinnie Q is the star of this explosive new comedy about a boy and his best friend; a wise-cracking, gadget-packed rocket.

The fast-paced 52 x 12 minute series is based on Matt Zurbo and Dean Gorissen's award-winning book of the same name, and is a co-production with Taffy Entertainment, Sunwoo Entertainment, Peach Blossom, KI.KA ARD and Europool.

SLR Production's principal Suzanne Ryan is thrilled to have the series air on Network Ten every weekend.

"This is a great series that is quickly going to develop a loyal following amongst the tween audience. I know all of Australia will fall in love with this story about friendship and loyalty and the antics of Vinnie Q and his goofy rocket buddy."

Head of Children's Programming for Network Ten Cherrie Bottger says: "Network Ten is thrilled to be associated with SLR's production of *I Got A Rocket*".

"In an increasingly competitive television environment it's all about building solid kids' entertainment across all genres of children's drama. It's a challenge

these days to take the young audience into the world of imagination and *I Got A Rocket* is one program that achieves that and much more," says Bottger.

This quirky urban comedy follows the adventures of Vinnie Q and his personality-packed rocket as they blast off from the schoolyard to the solar system, ready for any adventure that comes their way from hairy encounters with squid-munching pirates to action-packed run-ins with crazy Ninjas.

*I Got A Rocket* will air on Nickelodeon Australia and KI.KA ARD in Germany next year.

**BACKGROUND:**

SLR Productions, based in Sydney, Australia, specializes in the creative development and production of high-quality animated children's entertainment programming. SLR is owned and operated by executive producer/producer Suzanne Ryan and is a joint-venture company with one of New Zealand's most prolific production companies South Pacific Pictures. SLR Production's credits include the 13 x 30 minute series *Deadly!* and the 52 x 12 minute animated tween series *I Got A Rocket*. Projects on SLR's development slate include: *Gasp!* (52 x 12) and *Gluey & Celerina* (52 x 12).

[www.slrproductions.com](http://www.slrproductions.com)

Taffy Entertainment ([www.TaffyEntertainment.com](http://www.TaffyEntertainment.com)) is a leading worldwide distribution, brand management and entertainment company representing brands from some of the largest animation producers across the globe. This includes the prolific Mike Young Productions; MoonScoop Productions, the top producer of animation in Europe; and select properties from third parties. Taffy's library for distribution and/or consumer products includes the Emmy Award-winning "Jakers! The Adventures of Piggley Winks," "ToddWorld," "Pet Alien," "Titeuf" (TooTuff), "Growing Up Creepie," "Mix Master," "Fantastic Four," "Code Lyoko" and "Casper," among many others. With offices in Paris, Los Angeles, London and Shanghai, the company has fully-integrated production, distribution, licensing, merchandising and marketing facilities. It also has a library that includes over 3,000 half hours of animation, encompassing some of the most recognizable worldwide brands and best-loved animated creations in the global television market. The company also distributes to leading broadcasters in 160 countries around the world.

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