



**SLR PRODUCTIONS’
GUESS HOW MUCH I LOVE YOU –
THE ADVENTURES OF LITTLE NUTBROWN
HOPS INTO PETER ALEXANDER**

First Time Television Brand Has Been Available in Australian And New Zealand Sleepwear Retailer

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SLR Productions’ **GUESS HOW MUCH I LOVE YOU - THE ADVENTURES OF LITTLE NUTBROWN HARE** will be hopping into Peter Alexander stores this month with an extensive branded sleepwear range for women, men, kids and babies based on the award-winning television series and holiday specials.

This marks the first time the television brand has been available in the Australian and New Zealand sleepwear retailer.

The adorable range of sleepwear is based on the famous meadow friends, transforming the super cute characters from the award-winning television series into a themed ladies and mens range including long-sleeve pyjama tops, sleepwear pants, a cosy sleep-tee for maternity and plus size perfect for the autumn months. The **GUESS HOW MUCH I LOVE YOU - THE ADVENTURES OF LITTLE NUTBROWN HARE** kids and baby range includes onesies, long-sleeve and short-sleeve pyjama tops as well as shorts for both girls and boys.



“I am delighted to see the gorgeous characters from **GUESS HOW MUCH I LOVE YOU - THE ADVENTURES OF LITTLE NUTBROWN HARE** come to life as part of a Peter Alexander sleepwear range. The television brand and its characters are much-loved in Australia and New Zealand and being part of the Peter Alexander brand makes this the perfect partnership,” said SLR Productions’ CEO and Executive Producer, Suzanne Ryan.

Currently on-air on ABC KIDS, the series by Australia’s SLR Productions in-conjunction with co-production partners KIKA-Der Kinderkanal, HR-Hessischer Rundfunk of ARD and ABC KIDS has produced two 78 x 11-minute seasons of the show as well as two 26 minute holiday special short films and broadcasts in over 160 countries.

The SLR Productions series is based on the classic book of the same name written by Sam McBratney, illustrated by Anita Jeram and published by Walker Books. This year marks the 25th year anniversary of the book, having sold more than 32 million copies.

The animated series relates the adventures of everyone's favourite meadow friends the Nutbrown Hares; Little Field Mouse, Little Redwood Fox, Little White Owl and Little Grey Squirrel with the same endearing charm and love that's made the show a major success. The meadow friends are always playing, laughing and discovering the wonder that their world holds whilst keeping love and friendship as the major themes.

SLR PRODUCTIONS

SLR Productions is one of Australia's leading Emmy and multi award winning children's entertainment companies, specialising in the creation, development and production of world-class media content. SLR Productions is the media company behind brands such as *Guess How Much I Love You*; *Space Nova*; *Alice Miranda*; *The Skinner Boys – Guardians of the Lost Secrets: Lexi & Lottie: Trusty Twin Detectives*, *Captain Flinn* and *The Pirate Dinosaurs*, *Sam Fox: Extreme Adventures*, and *I Got a Rocket*. SLR's passion is to make creative, adventurous, imaginative and exciting programmes for audiences worldwide. Established in 2002 by Founder & CEO, Suzanne Ryan, SLR Productions has produced more than 180 hours of content sold in more than 165 countries throughout the world. With its highly experienced development and production divisions, SLR partners with major broadcasters, producers, distributors, publishers and creative both locally and internationally to create hit shows with a truly global reach.

www.slrproductions.com