

pressrelease

Friday, 06 November 2015

LONDON

It's Christmas time with Masha At The Movies!

A joint agreement between Warner Bros., Animaccord and Ink Global will see hit TV animation Masha and the Bear make its big screen debut across Italy this Christmas.

The theatrical release will run from December 23rd to January 10th, screened in selected cinemas across the country distributed by Warner Bros. Entertainment Italy, introducing audiences to eight episodes never seen before on TV in Italy.

"Masha and the Bear in theatres during the Christmas holidays will be the special event for families and for some kids also their very first experience at the movies," says Thomas J. Ciampa, WB Vice President Distribution and New Theatrical Ventures.

Adds Ink Global Director Claus Tømming "Success in Italy shows the strength and potential of Masha and the Bear. It is a show that stands out as something original and innovative in a crowded market and audiences everywhere are responding to that."

Vladimir Gorbulya, VP and Head of Licensing says: "We're sure that Masha's fans will enjoy watching the new episodes from Season 2 on a big screen, we already know how excited they are. This premiere is going to be something special, thanks to the top notch quality and new scripts – in all those episodes Masha appears in new outfits, bringing catchy and smart stories."

Produced by Russian animation studio Animaccord, Masha and the Bear was named best animation in the Creative Talent category at the 2015 Kidscreen Awards and is shown in almost every country in the world. Broadcasters include France TV, KIKI, Turner Cartoonito (UK and Latin America), Turner Boing (Spain), ABC (Australia), Canal Panda (Spain and Portugal), Minimax (Central Europe), Russia 1 (Russia and CIS), SIC (Portugal and Portuguese-speaking Africa) and SpaceToon (Middle East, North Africa and Malaysia). In Italy, the show is broadcast on Rai YoYo and the tale of the little girl and the bear who becomes her reluctant playmate is hugely popular with kids and adults alike.

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