



Masha and the Bear on the Big Screen: a record and a new audience target group

With an attendance of **700,000** and a Box Office of **€ 4,340,000** with an average of two shows a day and an audience of families with preschoolers as well, the Alternative Content **“Masha and the Bear – Amici per sempre”**, distributed in movie theaters from December 23rd to January 10th, has been confirmed as the event of greatest success in our Country, and is a cheerful validation of the pioneering adventure that Warner Bros. Entertainment Italia has undertaken.

No other Country has ever suggested interactive alternative contents for such a young audience. The enthusiastic result was commented by **Thomas J. Ciampa, Vice President Distribution & New Theatrical Ventures Warner Bros. Entertainment Italia**: **“The success of Masha and the Bear at movie theaters - made possible thanks to a partnership with Animaccord and Ink - confirms the strength of these characters. We built this great result, thanks both to the children’s amazing participation, some of which were at their very first movie experience, and to a new interactive model in movie theaters.”**

Vladimir Gorbulya, Head of Licensing at Masha and the Bear Ltd and Vice-President of Animaccord, the Russian animation studio that created the characters of Masha and the Bear, says: **“It's with great pleasure that we expand on such successful relationship with Warner Bros to bring new Masha stories to Italian screens. It's thrilling to see how the audience enjoy new episodes of Season 2, which makes us even more inspired at working on Season 3”**.

“We are delighted by the success of the Masha event,” says Ink Global Director **Claus Tømming**. **“The series has already proved very popular with Italian families and it’s great that Masha is now enchanting them on the big screen.”**



Ufficio stampa Masha e Orso al cinema

Marinella Di Rosa – marinella.dirosa7@gmail.com cell. +39-335.7612295

Ufficio stampa Warner Bros. Entertainment Italia

Riccardo Tinnirello - riccardo.tinnirello@warnerbros.com
Emanuela Semeraro - emanuela.semeraro@warnerbros.com
Cinzia Fabiani - cinzia.fabiani@warnerbros.com
Antonio Viespoli - antonio.viespoli@warnerbros.com