

## pressrelease

Tuesday, 20 June 2017  
LONDON

### **INK Announces ZAFARI/WWF Collaboration**

INK Global has announced details of a ground-breaking initiative featuring ZAFARI – the hotly-anticipated new kids show – and WWF, the world's largest conservation organisation.

Thanks to the new agreement a series of 52 x 20' WWF videos is being produced, which show real footage of animals in their natural habitat, with a child voiceover explaining a fun fact about the featured wildlife. One of the 52 WWF sponsored clips will be shown at the end of each ZAFARI episode.

ZAFARI is the creation of animation visionary David Dozoretz and tells the story of a group of friends who inhabit a land where all the animals have been magically born with an amalgamation of varying skins, patterns and characteristics, making each individual truly unique. NBC Universal has picked up global distribution rights and the first series will be delivered soon, with a host of broadcasters on board at a pre-buy level. These include France TV, Lagardere TIJI, SRC Radio Canada and SpaceToon.

As part of the special initiative WWF will also become a beneficiary of the ZAFARI foundation - a not-for-profit organization founded in 2015 that will distribute a percentage of ZAFARI's revenue to children's, educational, animal, environment and social charities.

"Our work at INK is not just about entertaining children, it's also about educating and enlightening them," says INK Global Director Claus Tømming. "This new partnership will allow us to use the global reach of ZAFARI to further the conservation message and create future generations of WWF supporters."

For further information please contact:

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