

pressrelease



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INK Books Up Hachette For ZAFARI Publishing Deal

INK Group has announced that publishing giant Hachette has been Inked as global master publisher for French-language books based on hotly-anticipated new kids show ZAFARI.

ZAFARI is an inspiring story that tells the tale of a unique baby elephant, Zoomba, who is mysteriously born with the stripes of a zebra. We follow Zoomba and his one-of-a-kind group of friends as they live, laugh and learn in the picturesque valley of ZAFARI, below Mount Kilimanjaro. Together, they learn not just to tolerate but to celebrate their differences and arrive at the conclusion that sometimes being different, makes all the difference.

ZAFARI is the creation of animation visionary David Dozoretz and is supported by a team of Emmy nominated writers. NBCUniversal International is the distributor for Media Rights and a large host of broadcasters are embracing INK's vision for the series and have joined the ZAFARI franchise across Latin America, Asia and Europe. The series is also linked with World Wildlife Fund (WWF) – a unique collaboration and the first of its kind – with each episode of ZAFARI featuring a video aimed at educating viewers about wildlife and wild places on our planet.

“We were looking for a publishing partner who understands the vision of ZAFARI, who believes in the message and who can translate this into a unique and creative publishing program. We know in Hachette, we have found that partner, and we couldn't be happier to have such a high calibre publisher working with us on this special property” says Annalisa Woods, Commercial Director at Ink Group.

“We immediately fell in love with ZAFARI” adds Myriam Hericier-Vurpillot, Director of Licensing at Hachette Jeunesse. “The premise of the show is so relevant for today's world, and filled with beautiful characters, lush environments and wonderful stories - we are very excited to create a publishing programme that truly reflects the magic of ZAFARI.”

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