



## **IMIRA ENTERTAINMENT WELCOMES ELENA MERA DIOS AS SALES MANAGER**

Barcelona, 15 May 2013: Imira Entertainment, Spain's leading production and distribution company specialising in youth programming, has appointed Elena Mera Dios as its new Sales Manager responsible for the EMEA, North America, and Asian markets. Reinforcing the dynamic team already in place at Imira, Elena will be solidifying and furthering relationships with these key territories.

With previous positions at Treeline Distribution in international sales and marketing, as well as Plural Entertainment and Spanish broadcaster Antena 3, Elena is a seasoned industry professional with extensive experience in the field. Her roles have extended throughout the spectrum of the Spanish and international television market, ranging from production companies to distributors.

Welcoming Elena to the Imira team, Sergi Reigt, CEO of Imira Entertainment, says: "Elena has a fantastic wealth of industry knowledge which she brings to Imira, and we are delighted to have her on board as we further extend the reach of our brands across vital markets."

### **For further information please contact:**

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### **Notes to editors:**

Barcelona, Madrid and Vitoria based Imira Entertainment [www.imiraentertainment.com](http://www.imiraentertainment.com) is a producer and distributor of top quality youth programs. It creates innovative content for kids with strong editorial lines, and a universal appeal. Its productions incorporate the latest technologies as properties are developed for cross media exploitation (TV, video, licensing, merchandising, mobile phones and publishing). Imira Entertainment distributes a catalogue of over 4,000 half hours of premium kids programs, including animated feature films.