



## **IMIRA ENTERTAINMENT HEADS TO ATF WITH EASTERN PROMISE**

### **Sales to Disney in multiple Asian territories**

Barcelona, 02 December 2013: Imira Entertainment, Spain's leading production and distribution company specialising in youth programming, has inked a number of deals for the animated feature ***Cher Ami*** (1 x 82'), the moving story of French messenger pigeons during WW1 produced by Accio in Spain.

The movie has been sold recently to Disney Channel across several territories in Asia: Taiwan, Hong Kong, Macau and China for Pay TV, internet and mobile broadcast.

***Cher Ami*** takes place in October 1918, when the quiet life on the Cher Ami's farm and its naive and happy neighbours is suddenly threatened by the arrival of the Big War to the Argonne forest. Eager to play their part in the good fight, a group of formerly clumsy but bold pigeons will become messengers and attempt to save the lives of a battalion of American soldiers with extraordinary valour. A funny and witty adventure inspired by the true story, combining history with animated storytelling and specifically aimed at families.

Commenting on the deal, Elena Mera Dios, Imira Entertainment Territory Manager for EMEA, North America & Asia says: "Imira Entertainment is actively expanding its presence across key territories in Asia, and this deal with Disney continues to build the momentum we have established within these markets. We look forward to a productive year ahead, developing exciting new projects like the Asian-inspired series *Mondo Yan*."

Elena Mera Dios will be attending Asian Television Forum 2014 this week representing Imira Entertainment. Highlights from the slate on offer include Imira Entertainment original productions ***Mondo Yan*** (52X12'), which follows three teenage heroes, chosen to save the mystical world they call home, as well as the second season of ***Lucky Fred*** (104X12'), the hugely successful comedy revolving around the adventures of a young boy, his robot and the undercover spy-next-door."

#### **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.