



## **IMIRA ENTERTAINMENT'S *SAARI* WINS FURTHER ACCOLADE**

### **Features in ABC.es top animated series for kids**

Madrid, 28 May 2014: Imira Entertainment, Spain's leading production and distribution company specialising in youth programming, is celebrating the latest accolade for its preschool series *Saari* (39 x 3'). Two researches from the Drawing Department at the University of Granada did the most complete cartoons' study in Spain, ranked the series, with its whimsical island inhabitants, in the top three animated shows for kids stating: "It is a very original and inspiring way to start educating children's ears to music."

This follows a long line of awards for the show which was officially selected in 2011 for Animabasauri in Bilbao, the New York International Children's Film Festival 2010-2011, Expotoons (Nov. 2010) in Buenos Aires, Argentina and Festival Animaizon (Oct. 2010) in Zaragoza, Spain.

In 2009 it was selected for the Festival du Nouveau Cinéma of Montreal, 5th Annual Children's Film Festival Seattle, 5th Annual Children's Film in Los Angeles and CICFF (Chicago International Children's Film Festival) as well as Anney and the Cartoon on the Bay (Italy) Pulcinella Awards.

The series, which is co-produced by Stor Fisk, Televisió de Catalunya & Imira Entertainment, has sold globally and Imira has the rights for worldwide distribution. In Europe *Saari* has launched on: Disney Channel, Hispanetworks, ADN Stream (Spain); RTP (Portugal); YLE (Finland); Toon TV (Denmark, Norway, Sweden, Finland); NRK (Sweden, Norway); Tallinna Television (Estonia) and Ceska Televize (Czech Republic). In Latin America it airs on: Canal Futura, Zoomo (Brasil); Canal Once (Mexico); Canal Encuentro (Argentina); CNTV (Chile) and in Asia on Cartoon Network (Japan); Mediacorp TV12 (Singapore); Good TV (Taiwan & Philippines) and Zee Learn TV Channel (India).

Sergi Reitg, CEO of Imira Entertainment says: "We are very proud to have been part of this prestigious list of animated shows. In particular it highlights that *Saari* is a series which resonates with parents and children alike, with particular mention made of the music educational music which makes *Saari* so distinctive and universally successful."

*Saari* follows the adventures of a creative group of friends in a beautiful island called Saari. Pulp the octopus, Buu the lady owl, the sensitive Pii and Rikiki the bohemian bird explore in each episode the fantastic and imaginary world of Saari, finding unexpected and funny ways to face the challenges of childhood.

Combining experimental learning and humour, the characters will invent, grow and find creative solutions using their imagination through trials and errors. Friendship and respect are the core values of the show as they learn to share, to help each other and express their feelings. Our tiny characters live in harmony with nature among giant berry trees, bushes like forest and other enormous and exuberant vegetation.

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Music is central as there is no dialogue. Each character has its own melody, therefore using the universal language of music.

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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 3,000 half hours of premium kids programs, including animated feature films.