



IMIRA ENTERTAINMENT'S *THE AVIATORS* FLIES INTO NORTH AMERICAN RETAILERS WITH VIVA PICTURES DISTRIBUTION

DVDs launch at retail, Viva Pictures Distribution takes additional titles

Madrid, 10 April 2015: Imira Entertainment, Spain's leading production and distribution company specialising in kids & youth programming, is launching additional titles for North America following the successful release of **The Aviators** (1 x 82'), a film that tells the moving story of French messenger pigeons during WW1. Over 20,000 DVD units have been sold to consumers via retailers including Walmart, Target & Kmart in the first 6 weeks across the US in a deal brokered by Viva Pictures Distribution who acquired rights for this film.

In a separate deal, Viva Pictures Distribution is doubling down on its recent Imira success taking SVOD and retail rights in USA & Canada for Imira Entertainment's Global characters, the playful cat romance **Gaturro** (1 x 90') and US animated feature film motoring phenomenon **Speed Racer – Race to the Future** (1 x 66').

Commenting on the recent deals, Victor Elizalde, President at Viva Pictures Distribution says: "The landscape for quality animated content is changing quickly and Imira is in leading the way by using globally recognized brands like **Speed Racer** and **Gaturro** along with visually stimulating animation. We are pleased to be extending this relationship following the success of both **The Aviators** and **Lola & Virginia**."

Sergi Reigt, CEO of Imira Entertainment adds: "Our growing partnership with Viva Productions Distribution means we can take our great children's programming to a North American market in more ways than ever before. The **Aviators** is a wonderful film based on an amazing true story, and we are excited to see **Gaturro** and the **Speed Racer** film accelerate to the US as well."

Based on a true story, **The Aviators** is a thrilling adventure of how brave carrier pigeons, the most famous Cher Ami, and his partner Lindbergh, a quirky mouse, find their quiet farm life suddenly disrupted and need to band together to save the army force from danger.

Gaturro is the fun love story of two cats. Our adorable titular lead Gaturro is madly in love with Agatha and he will do anything to win her heart. He discovers that a taste of fame might be the way to catch her attention, so he begins the challenge of making it big. His adventures see **Gaturro** overcome endless hurdles, getting into a heap of hilarious situations only to find that true love is about being your real self.

In **Speed Racer - Race to the Future**, Pop worries about Speed's safety behind the wheel. He decides to install the 'time orb', his latest invention, into Speed's Mach 5 - with unpredictable results. Designed to rewind time after an accident - the orb is hit by lightning, and becomes a



portal to a time 50 years into the future. Things aren't exactly as the team had hoped - old rivals have triumphed and worst of all, robot safety laws means humans aren't allowed to drive! To get home they need cash, and Speed decides to risk disguising himself as a robot and entering a race to get it.

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For further information please contact:

Monique Levine at DDA Blueprint

Tel: + 44 (0) 20 7932 9800 or email monique@ddablueprint.com

IMIRA ENTERTAINMENT (Barcelona)
Ribes, 9
08013 Barcelona SPAIN
Tel.: 34 932 650 757

IMIRA ENTERTAINMENT (Madrid)
C. San Juan de la Cruz, 2
28223 Pozuelo de Alarcón –
Madrid SPAIN
Tel: +34 91 1309 339

VIVA PICTURES DISTRIBUTION (Los Angeles)
1539 Westwood Blvd.
Los Angeles, CA. 90024
Tel: +01 424 204 6383

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Notes to editors:

Barcelona and Madrid based Imira Entertainment, a Toonz Entertainment owned company, is a leading European producer and distributor of top quality kids & youth programs. It creates innovative content 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.

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