



Press Release - MIPTV 2008

RDF announce DECODE Entertainment as new co-pro partner on CBeebies Way to Blue

The Foundation, part of the RDF Media Group, is delighted to announce that DECODE Entertainment, a division of DHX Media, is coming on board as co-production partner on new landmark pre-school series, *Way to Blue* (working title) in an official Canada-UK co-production. *Way to Blue* will be coming to CBeebies from 2009.

The new 100 x 20 minute pre-school series, announced earlier this year, is a unique mix of animation and live action, featuring children aged 4 – 6.

Way to Blue is a highly innovative approach to pre-school programming focussing on children's emotions. It transports children to Nara, a live action world inhabited by adorable animated characters called Piplings who embody a range of emotions such as Love, Wisdom, Happiness and Harmony in the search for *Way to Blue*, a philosophy for a happy life.

DECODE Entertainment will be overseeing the animation which will be produced in Canada, and will take distribution rights in the territory. The Foundation will be shooting the live action in the UK this summer.

Nigel Pickard, The Foundation's Chairman & RDF's Director of Family Entertainment said: "We are delighted to have Decode as our co-producer on *Way to Blue*. Their wealth of experience in this area makes them the ideal partner on the animation side and we look forward to developing *Way to Blue* together to become the pre-school property of 2009 & 2010."

Steven DeNure, President of DECODE Entertainment said: "This is a fantastic project and we're delighted to be on board as co-producers. With RDF's excellent track record and DECODE's animation experience we have a strong partnership in place to develop the

show to its fullest potential.”

Way to Blue was commissioned by Michael Carrington, Controller, CBeebies. The executive producer for the BBC is Sarah Colclough and the production’s executive producers are Nigel Pickard, Vanessa Hill and Angus Fletcher. The executive producers for DECODE Entertainment are Steven DeNure and Beth Stevenson. The series originated from an original idea created by Dan Good (Absolutely Cuckoo) who is a creative consultant on the series.

RDF Kids & Family, a division of RDF Rights, holds all other worldwide rights in all media in the property and will distribute *Way to Blue* to the global pre-school market.

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Notes to editors:

About The Foundation:

The Foundation is one of the UK’s leading children’s television production companies. The Foundation has an expertise in pre-school, drama, comedy, factual and family

entertainment and produces content for a variety of broadcasters. Vanessa Hill and Ged Allen established the company in 1994 at The Maidstone Studios in Kent. In August 2006 The Foundation joined the RDF Media Group and Nigel Pickard, founding controller of CBBC and CBeebies, became its Chairman.

About DECODE Entertainment, a DHX Media Company:

DECODE Entertainment is a subsidiary of DHX Media Ltd, a leading international producer of television programming and interactive content with an emphasis on children, family and youth markets. DHX Media Ltd. shares trade on both London's AIM exchange and the TSX in Toronto