



Press Release, March 5, 2015

Ticket to worldwide success for animated children's series – Stuttgart Festival of Animated Film cooperates with Reed MIDEM/MIPJunior

Stuttgart International Festival of Animated Film (ITFS, May 5-10, 2015), one of the most outstanding events for animated films worldwide, and **Reed MIDEM, organizer of MIPJunior in Cannes (October 3-4, 2015)**, held at the Grand Hyatt Cannes, Hotel Martinez, the world's biggest showcase of kids' programmes, have started a partnership to improve prospects for animated series on the international market. For the first time, Reed MIDEM has endowed the ITFS competition Tricks for Kids award for the best children's animated series.

The winner will receive free registration for participating at MIPJunior. In addition, the winning series will be included in the MIPJunior Digital Library. *"This makes the Tricks for Kids award for children's series even more attractive,"* said Dittmar Lumpp, Managing Director of Organization and Finances ITFS. *"Rarely can an animated series get such an opportunity for a strong position on the international market,"* added Prof. Ulrich Wegenast, Managing Director of the ITFS Programme. Laurine Garaude, Director of the TV Division at Reed MIDEM, stated, *"Such a partnership between our two key kids' entertainment industry events creates an excellent synergy and helps to bolster the level of high-quality international TV series for children."*

With the motto "Stories and Series in the New Castle," the ceremony for the Tricks for Kids award will be accompanied by the presentation of the German Screenplay Award. The glamorous gala will be held in the White Hall of Stuttgart's New Castle on May 6, 2015, and will be hosted by the popular actress and dubbing artist Anna Thalbach. The event will launch the Animation Production Day (APD, May 7-8, 2015), a business platform for the global animation industry, where German and international producers present their projects from the areas of film, series, games, and transmedia to broadcasters, distributors, sales agents, funders, and investors in individually tailored one-on-one meetings. A recently established cooperation between APD and CARTOON – European Association of Animation Film has already improved the conditions for animated series as well.

MIPJunior (organized by Reed MIDEM) is the biggest international market for kids' programmes. On October 3-4, 2015 in Cannes, it will bring together the world's most influential buyers, sellers, and producers the weekend before MIPCOM, the leading global entertainment market for content across all platforms. Over two days these influential digital players, publishers, and licensing executives present, discover, and screen the very latest content, preparing them for concluding deals at MIPCOM. (www.mipjunior.com)

Stuttgart International Festival of Animated Film (organized by Film- und Medienfestival gGmbH) has over 85,000 visitors each year and is one of the most outstanding events for animated films worldwide. The festival includes the entire spectrum of current productions in the animated film sector. It offers directors as well as production and distribution companies a platform to present their films to an interested and large audience as well as to countless international members of the industry. (www.ifs.de)

Press Contact:

Nora Hieronymus, Film- und Medienfestival gGmbH,
Phone: +49-711-92546-102, hieronymus@festival-gmbh.de