

## **STUDIO 100 MEDIA AND PLAYMOBIL CELEBRATE THE PREMIERE OF “HEIDI SPECIAL: SPRING IS HERE” AROUND EUROPE**

*Munich, February 12th, 2020.* Studio 100 Media and PLAYMOBIL are delighted to announce that the “Heidi Special: Spring is here” will premiere on several popular TV channels in Europe this spring. The CGI animated special (12 minutes) brings Studio 100's beloved character Heidi to life in the well-known PLAYMOBIL® look-and-feel. Telling a heartwarming story of Heidi and her friends, the special takes the audience into the idyllic Alpine world of Heidi.

Among the channels to premiere “Heidi Special: Spring is here” are Canal Panda in Portugal, Kidzone in the Baltics, Studio 100 TV in Belgium, Toggolino on Super RTL for the German-speaking territories, TVPabc in Poland and the Rai Yoyo App in Italy. A second Heidi Playmobil special, “Heidi Special: Winter in Dörfli” will follow in Fall 2020, taking the audience to the wonderful winter landscape and snowy adventures with Heidi and her friends. Both specials are produced by Studio 100 Animation and distributed by Studio 100 Media.

Martin Krieger, CEO of Studio 100 Media, says, “Watching Heidi and her world come to life in Playmobil's wonderful playsets as well as in the new CGI animations has been a great pleasure over the last months. This exciting cooperation with Playmobil as a strong strategic partner both in the toys sector and on the content production side allows us to bring the Heidi brand experience to a new level.”

### **Heidi PLAYMOBIL® Spring Special**

Heidi is beaming with joy. Finally, spring is here! At last she can return to the cabin after an endless winter in the manor. Unfortunately, spring hasn't yet arrived in the hearts of Grandfather, Josef and Peter. The three muffleheads are making it hard for Heidi to spread her good cheer. When Peter's goats make a big mess in the cabin, her mood changes and Heidi withdraws to the goats' stable. There, an excited Josef pays her a visit. His friend, Chippy the bird, and his new-found wife are in trouble. They need Heidi's help to protect their nest and eggs from a hungry alpine chough. Courageously, Heidi keeps the nest secure by carrying it to the cabin. When they see her coming, Grandfather and Peter join the rescue mission. They both feel sorry for having been such muffleheads before. After they apologize, Heidi's joyful mood returns. Now, spring has arrived for everybody and they can finally enjoy an eagerly awaited picnic at the Crystal Lake. ([link to teaser](#))

Studio 100 Media and Brandstätter Group have signed an extensive license deal for “Heidi”. The multi-year agreement covers the worldwide rights with the exception of some territories in Asia. As part of the agreement, six detailed Playmobil play sets bring Heidi's Swiss Alps home to any playroom including characters, locations and stories from the series. There's the titular heroine Heidi, her best friends Peter and Clara, as well as Grandfather, Aunt Dete and Miss Rottenmeier, the nanny. Original details and sophisticated features allow fans of Heidi to immerse themselves fully in Swiss mountain

life, as well as experiencing Heidi's adventures in friendship and family -and telling brand new stories too! The endearing central characters invite fans of the series – both young and old – to be a part of their special story.

**ABOUT PLAYMOBIL and geobra Brandstätter Stiftung & Co.KG**

geobra Brandstätter Stiftung & Co.KG - headquartered in Zirndorf, Germany - is the producer of PLAYMOBIL® and known for premium toy quality made in Europe. The 7.5 cm tall PLAYMOBIL® figure is the cornerstone of this creative toy system, and is an internationally award-winning product. The imaginative role play opportunities, integrated with a variety of historical and modern play themes, are fascinating to children and highly valued by parents and educational practitioners alike. Since its launch in 1974, more than 3 billion PLAYMOBIL® figures have been produced. The company distributes its toy system, consisting of around 40 different play themes, in approximately 100 countries and employs more than 4,400 people. Worldwide turnover for the Brandstätter Group reached 741 million Euros in 2017. PLAYMOBIL's certified high quality is guaranteed by using company-owned European production sites in Germany, Malta, the Czech Republic and Spain. Since 2000, the innovative company has also been producing the LECHUZA brand of high-quality plastic planters with sub-irrigation system.

**About Studio 100 Media**

Studio 100 Media is an international production and distribution company within the children's and family entertainment sector. Based in Munich, Germany, the company is a 100 percent subsidiary of Belgian firm Studio 100. The Company develops and acquires new content, engages in co-production and co-financing activities and is also responsible for the international distribution of its own and third party rights. Studio 100 Media's business model is the perfect vertical and horizontal integration of its IP's. In marketing its license rights the company pursues a global strategy within sectors ranging from Content Distribution, Licensing and Home Entertainment through to Theatrical Movies, Stage Shows and Theme Parks. [www.studio100media.com](http://www.studio100media.com)

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