

PRESS RELEASE

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BBC WORLDWIDE ANZ SIGNS JASNOR FOR SOOTY

Jasnor has been named as the distributor of Sooty puppets and plush toys in Australia and New Zealand, BBC Worldwide has announced.

The modern version of *The Sooty Show* is also set to air on the Nine Network in Australia and TV2 in New Zealand, it has been confirmed.



Launching in October, Jasnor will be the distributor of puppets and plush toys from Golden Bear including Sooty, his squeaky friend Sweep and sensible Soo, which will be available from ABC stores, BBCshop.com.au and speciality stores.

Hosted by Richard Cadell, series 1 of the modern series of *The Sooty Show* will soon launch on the Nine Network in Australia, and is set to air on TV2 in New Zealand on Saturdays from 29th August.

One of the longest running children's TV shows in the world, the iconic yellow bear made his TV debut on the BBC in the 1950s. Sooty has recently been enjoying a revival in the UK, with *The Sooty Show* airing daily on CITV, a sell-out live tour and *Sooty the Movie* set to go into production this year.

BBC Worldwide was recently announced as the official licensing and merchandise agent for the Sooty brand in Australia and New Zealand, in a deal with Redan Alchemy LLP.

Brigid Roberts, Licensing & Sponsorship Manager BBC Worldwide ANZ, said: "Sooty is a much-loved British brand with a strong heritage in Australia and New Zealand. We're very excited to be partnering with Jasnor and we see lots of potential for Sooty in this market."

James Thurlow, Sales & Marketing Director, Jasnor Australia said: "We are very happy to be involved with such an iconic brand. Sooty spans multiple generations and we are excited to be bringing Sooty back to life for the people who grew up with him originally, but also introducing Sooty, Sweep & Soo to a whole new generation of kids."

Richard Cadell, presenter of *The Sooty Show* and owner of the Sooty brand, said: "I'm so excited to be bringing the new *Sooty Show* to Australia and New



Zealand! The current series has been a huge hit with fans both old and new in the UK and we know from our social media sites that there's a massive overseas fan base who can't wait to introduce Sooty to their children and grandchildren. It's great that fans will also have the chance to buy their own set of puppets so they can create the magic of Sooty at home."

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NOTES TO EDITORS:

About BBC Worldwide Australia & New Zealand

Australia & New Zealand (ANZ) is a priority territory for BBC Worldwide, focusing on growth across all its core business areas. Recently relocated to McMahons Point, BBC Worldwide ANZ wholly owns six channels: BBC First, UKTV, BBC Knowledge and CBeebies on Foxtel and Fetch TV in Australia; UKTV and BBC Knowledge on Sky TV in New Zealand; and is responsible for the distribution and promotion of BBC World News which transmits in both countries. BBC Worldwide ANZ distributes great British content from the BBC and other producers to free-to-air, subscription channels and SVOD platforms in Australia and New Zealand. It works with partners to bring BBC Worldwide DVDs, consumer products, entertainment formats and live events to the local market, as well as offering advertising opportunities for the BBC's world renowned bbc.com news site. In 2014/15, it generated headline sales of £81.9m, up 7.8% year-on-year.