

Press Release
17 October

A-Woof! It's the Hey Duggee Cinema Experience!



Hey Duggee and the Squirrels are heading to the big screen for the first time ever, offering one big hour of woofs, sing-a-longs and interactive fun. The *Hey Duggee Cinema Experience* will feature brand new episodes and exclusive never-before-seen content for your little ones to dance, sing and groove along to.

The *Hey Duggee Cinema Experience* will have its national Family Fun Day preview screenings at select cinemas on November 12th, rolling out nationally across Australia from November 16th.

In these exciting new adventures, see Duggee and the Squirrels earn all new badges. Join in on the fun as they set sail to deserted islands, rocket into outer space, paint with their favourite colours and head to a party with a difference – a fancy dress party! Who will they all go as?

With special appearances from Sarcastic Mole and Enid the Cat, the *Hey Duggee Cinema Experience* is packed with fresh, exciting adventures that will light-up your pre-schooler's imagination, inspiring them to have fun, be energetic and discover new things about the world around them.

A list of participating cinemas can be found here: www.heyduggeecinema.com.au

To view an embeddable trailer click on the below picture:



Created by the OSCAR® nominated and BAFTA award-winning Studio AKA, *Hey Duggee* is one of the happiest, most fun places on kids TV! Loved by both children and parents, Duggee is a big loveable dog who runs a club for pre-schoolers. Each episode starts with Duggee welcoming the Squirrels, a bunch of curious little characters. This marks the start of laughter and learning as they discover new things about the world around them, all under the patient guidance of Duggee who rewards them with a squirrel activity badge - which they proudly show to their parents when they are picked up at the end of the day.

Last year the first season of *Hey Duggee* was the fifth highest rating programme on ABC Kids and the number one broadcast on CBeebies. The second series has also been a hit - in August this year it reached number one on the Kids iTunes Chart and is also the top BBC kids brand on the platform.

Said Louise Hill, BBC Worldwide ANZ's Live Entertainment Executive: '*Hey Duggee* has been embraced by Australian audiences and we are delighted to offer kids and their parents the chance to sing and groove along with Duggee and the Squirrels in this family-fun interactive cinema experience.'

Said Sue Goffe, Managing Director Studio AKA: 'We couldn't be more excited for *Hey Duggee* to be heading for the big screen in Australia! We are extremely proud of what we've achieved, grateful and thankful to have such an extraordinary team of many talents, and we have some excellent new episodes up our sleeve, so stayed tuned for another brilliant series!'

#HeyDuggeeCinema

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For more information, please contact: phoebe.price@bbc.com
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NOTES TO EDITORS

About BBC Worldwide Australia & New Zealand

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