



PRESS RELEASE

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ECO MARATHON FOR KIDS THIS AUSTRALIA DAY ON CBEEBIES

Attention parents. This Australia Day your kids will be kept entertained for hours with EMMY Award-winning eco-hit *dirtgirlworld*, airing for the first time on Foxtel's kids channel CBeebies in a special back-to-back marathon on January 26 from 9am to 4pm.

Created by Aussie writers and producers **Cate McQuillen** and partner **Hewey Eustace**, the Aussie production is aimed at 2-7 year olds and centres around "dirtgirl" - an animated tomboy teaching kids everything there is to know about planting vegetables, why it's important to save water, why trees are called 'the lungs' of the planet and how to live in harmony with animals and plants. The fun series celebrates life outside, taking children to a world where the real and unreal collide. It aims to move the audience from viewing to doing, fostering in the young fans and those who care for them a love of the natural world.

Interspersed between episodes will be a series of sing-along songs encouraging kids to get up and get moving. The sing-alongs include reggae inspired song 'Every Little Drop', which won the International Songwriting Competition in the US, along with ARIA nominated albums 'Dirtgirl Rocks The Planet' and 'Dig It'. The songs are learning tools with important messages behind them teaching kids about rubbish, worms, composting and precious water.



Creative duo, McQuillen and Eustace, are the brains behind the engaging series creating 'out there' children's programming with characters that have real eyes, mouths and bodies. They have won eight awards for *dirtgirlworld* so far, including an AFI Award and garnered a nomination for a BAFTA.

Dirtgirlworld Australia Day Marathon will air on CBeebies from 9am-4pm on January 26.

The series will continue weekdays at 5.25pm on CBeebies from Monday February 2

-ENDS-

Notes to Editors:

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The logo for Foxtel, featuring the word "FOXTEL" in a bold, sans-serif font. The letters are filled with a gradient of orange and red, giving it a vibrant, fiery appearance.