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Press Release

2 March 2020

Wackadoo! *Bluey* commemorative birth certificates available in Queensland



Images available via [Dropbox](#)

Queenslanders can now get their very own *Bluey* commemorative birth certificate featuring Australia's favourite Queensland Heeler family.

A licensing deal between BBC Studios and the Registry of Births, Deaths and Marriages, Queensland, will see three commemorative certificates inspired by the popular animated series available from Monday 2 March 2020.

Each bespoke design was created by the team behind *Bluey*, Emmy® award winning and Brisbane-based production studio, Ludo Studio. *Bluey Queensland* encapsulates the quintessential Queensland neighbourhood with frangipani and jacaranda lined streets and Queensland houses. *Bluey Brisbane* showcases the view of the city's skyline from the Heeler family's verandah and *Bluey Beach* features the Heeler family on one of Queensland's many pristine beaches.

Place an online order for a *Bluey* commemorative birth certificate at www.qld.gov.au/bluey. Applicants must have been born or adopted in Queensland and their birth registered with the Registry of Births, Deaths and Marriages.

Bluey is made entirely in Brisbane and follows the adventures of a lovable and inexhaustible six-year-old Blue Heeler puppy who lives with her dad, mum and four-year-old little sister. The series beautifully depicts Brisbane's suburbs and landmarks including Red Hill and New Farm Park, as well as the Gold Coast and Queensland's iconic beaches.

A smash hit with families, *Bluey* is the most-watched series ever on ABC iview with over 200 million program plays* and is the number one children's series on metro broadcast television in Australia**. The series also picked up a Logie Award for 'Most Outstanding Children's Program' and an AACTA Award for 'Best Children's Program' in 2019 and is currently nominated for an International Emmy Kids Award.



Bluey is produced by the Emmy® award-winning Ludo Studio for ABC KIDS and is co-commissioned by ABC Children's and BBC Studios. Both series received production support from the Australian Government through Screen Australia, and Queensland Government through Screen Queensland.

* Source: Oz TAM Plays (Begin Events)

** Source: Oz TAM (5 City Metro) Consolidated 28 Data. Total People 1.1.2018 – 2.2.2020. Top Children's programs ranked.

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NOTES TO EDITORS

About BBC Studios

BBC Studios, a global content company with British creativity at its heart, is a commercial subsidiary of the BBC Group. Able to take an idea seamlessly from thought to screen, it spans content financing, development, production, sales, branded services, and ancillaries from both its own productions and programmes and formats made by high-quality UK independents. Award-winning British programmes made by the business are internationally recognised across a broad range of genres and specialisms, including factual, drama, entertainment and comedy. BBC Studios has offices in 22 markets globally, including six production bases in the UK and production bases and partnerships in a further nine countries around the world. The company, which makes around 2,500 hours of content a year, is a champion for British creativity around the world and a committed partner for the UK's independent sector. Created in April 2018 by the merger of two existing commercial subsidiaries, BBC Worldwide and BBC Studios, the company has revenue of around £1.4bn. In the year to March 2019, it returned £243m to the BBC Group, complementing the BBC's licence fee and enhancing programmes for UK audiences.

About BBC Studios APAC

Covering Australia, New Zealand and 23 countries across the Asia region, BBC Studios APAC is overseen by EVP Jon Penn. Operating from eight offices, with its main bases in Sydney, Beijing and Singapore, BBC Studios APAC comprises of Content Sales and Co-productions, Branded Services, Production, Format Sales, Consumer Products and Live Events.

The BBC Studios business in Australia and New Zealand wholly owns seven channels: BBC First, BBC UKTV, BBC Earth and CBeebies on Foxtel and Fetch TV in Australia; BBC Living (shortly to be replaced by BBC Brit) on Fetch TV; and BBC UKTV and BBC Earth on Sky TV in New Zealand. It distributes great British content from the BBC and other British producers to free-to-air, subscription channels and SVOD platforms and works with partners to bring BBC Studios DVDs, consumer products and live events to the local market. The production arm in Sydney produces BBC formats for the local market and creates new IP.

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About Ludo Studio

Ludo is a multi-Emmy® and Logie award winning Australian studio that creates and produces Original scripted drama, animation and digital stories that are authored by incredible local talent, distributed globally and loved by audiences everywhere.

www.ludostudio.com.au