

PRESS RELEASE



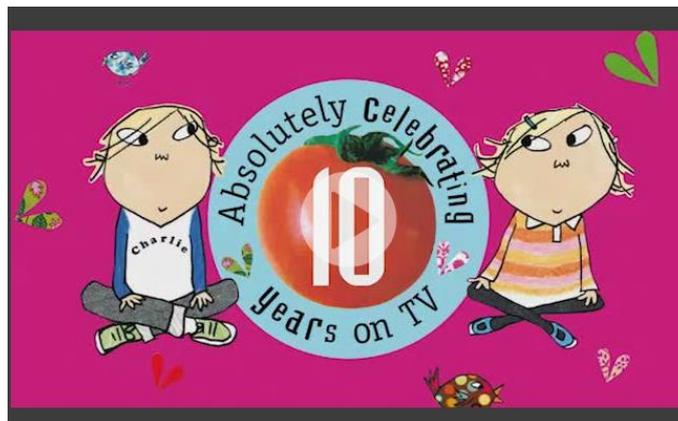
29 June 2015

KIDS GET THE CHANCE TO SEE THEMSELVES ON SCREEN AS CHARLIE AND LOLA CELEBRATE 10 YEARS ON TV

One of the most iconic, fun-loving, brother and sister duos of the 21st century, *Charlie and Lola*, is celebrating a decade of award-winning television this August in Australia with a special seven-hour TV marathon — *Charlie & Lola's Best, Most Exciting 10th Birthday Marathon* airing on CBeebies from 9am-4pm on August 15.

To celebrate, CBeebies is running a competition based on the programmes central theme of imagination - encouraging Aussie kids across the country to submit inventive and fun ideas on how they'd best celebrate *Charlie and Lola's* 10th birthday on TV.

For the first time ever on the channel, kids will be given the opportunity to watch their entries on the telly with a selection of the videos, photos and drawings submitted peppered throughout the *Charlie & Lola* marathon on August 15. The competition launches on the CBeebies website today with the top 10 entries winning one of 10 *Charlie and Lola* prize packs valued at \$78.24.



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The fun-loving series is based on the award-winning picture books by **Lauren Child** and is aimed at kids aged 2-7.

Charlie and Lola has won the hearts of families across Australia, ranking in the top ten children's programs for both CBeebies Australia and ABC Kids in 2014*. The series is popular around the world, sold to 111 territories.

Tim Christlieb, Acting Director of Channels for BBC Worldwide Australia & New Zealand said “Charlie and Lola encompasses everything that we’re passionate about for our CBeebies viewers: it is fun, epitomises TV that’s good for littlies and stretches the minds and imaginations of pre-schoolers.

“The competition was designed to play on the series central theme, imagination, so we’re thrilled to be able to offer little fans a way to have fun with the series and join in with the Charlie and Lola 10th birthday celebrations.”

Charlie & Lola’s Best, Most Exciting Birthday Marathon airs on CBeebies from 9am-4pm on August 15.

Double episodes will air each weekday from 1pm and 4.30pm throughout August.

-ENDS-

Notes to Editors:

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To enter the Charlie and Lola 10th Birthday competition:

Opens Monday June 29 and runs to Monday July 20 - <http://www.cbeebies.com/australia/win>

The winners of the competition will win one of 10 *Charlie and Lola* prize packs consisting of:

- 1 x *Charlie and Lola* ‘My Best Dressed’ Bean Doll valued at approximately \$9.05.
- 1 x *Charlie and Lola* My Holiday Sticker book valued at approximately \$9.99.
- 1 x *Charlie and Lola* Sizzles is an Extremely Clever Dog book valued at approximately \$16.95.
- 1 x CBeebies Drawing Set valued at approximately \$5.95.
- 1 x *Charlie and Lola* Wooden Dominoes Set valued at approximately \$10.45.
- 1 x *Charlie and Lola* Umbrella valued at approximately \$16.95
- 1 x *Charlie and Lola* Magnetic Frame valued at approximately \$3.95
- 1 x CBeebies Pencil Case valued at approximately \$4.95 (the “Prize/s”).



Assets

- For images go to the BBC Worldwide Australia media site: www.bbcmedia.com.au
- Episodes of *Charlie and Lola* are available to view on the BBC Worldwide Press Preview Site: www.bbcworldwidepreviews.com
- Facebook: www.facebook.com/cbeebiesau

**Notes: Based on programs which have played a minimum of 5 times for the year.*

Source: OzTAM Metro TV Panel, Consolidated, Jan-Dec 2014, 06:00-19:00, ABC Kids, Kids 0-6. OzTAM National STV Panel, Consolidated, Jan-Dec 2014, 06:00-19:00, CBeebies, Kids 0-6

The logo for Foxtel, featuring the word "FOXTEL" in a bold, sans-serif font. The letters are filled with a gradient from orange to red.