



BRAND NEW CHILDREN'S SERIES *HEY DUGGEE* LAUNCHES ON CBEEBIES AUSTRALIAN CHANNEL

WEEKDAYS AT 4.40PM FROM NOVEMBER 3



WOOF! Australian kids are in for a feet-stamping treat this November with the launch of brand new energetic children's series *HEY DUGGEE* airing on CBeebies Australia.

Aimed at 2-5 year olds, this 52-part series is a CBeebies acquisition alongside BBC Worldwide for CBeebies Global channels.

Boasting an array of talent on and off the screen *HEY DUGGEE* is developed by BAFTA Award-winning, Oscar-nominated animation company, Studio AKA and created and written by the company's Senior Director Grant Orchard. The series also enlists the warmth and charm of critically acclaimed comedian **Alexander Armstrong** (best known as one half of the comedy duo Armstrong and Miller) who narrates the teacher's assistant in the playful series.

The show is based around Duggee's Clubhouse. It's a bit like Cubs or Scouts, but for pre-school children. Its run by a big dog called Duggee - who is a cross between a nursery school teacher and a brown dog. Called The Squirrel Club, this is a place where kids take part in all kinds of activities, have adventures and earn badges for their accomplishments.

The series promotes fun, exercise, fun, learning and fun! Duggee is the leader of The Squirrel Club. The Squirrels consist of Tag the sweet-natured rhino with thick skin- which is just as well as he is quite clumsy and often bumps into things, Betty the intelligent and imaginative octopus, Roly the hyper-active hippo who is wildly enthusiastic about everything, Happy the small, happy crocodile who loves splashing in any body of water and Norrie the chatty, giggly and super-fast mouse!

Their adventures encourage kids to actively solve a problem and Duggee always rewards them with a squirrel activity badge, which they proudly show to their parents when they are picked up at the end of the show. As a group The Squirrel Club tend to get excited, but Duggee teaches them about being responsible, working as a team, taking acceptable risks and most importantly...thinking for themselves!

Grant Orchard, Senior Director at Studio AKA, said: "As a parent I'm always looking for suggestions about what to do with my kids. All the things I loved doing as a child I was doing again with my own



children and they were mostly hands-on, outdoor activities. Creating a 52 episode series that gives you 52 activities to do with your kids seemed like a no-brainer to me.

“I’m a bit of a geeky collector and loved badges when I was younger so I thought that would be a really good, simple reward for kids. With every episode there is a dedicated activity sheet with five additional tasks that kids can do with their parents.”

Parents can download the activity sheets on the CBeebies Australia website - www.cbeebies.com/australia

Natalie Edgar, Director of Television, BBC Worldwide Australia and New Zealand, said: “Humour is at the heart of this playful series and we are thrilled to be bringing such a world-class programme to Aussie kids. Viewers can expect something fresh, funny and entertaining – a show that will encourage them to get up and do things...plus their parents will love it too!”

Join Duggee and The Squirrels and zip, boing, wiggle, wow, pop and ping!

**HEY DUGGEE premieres weekdays at 4.40pm from November 3
First on Foxtel**

The show will be available to view across Foxtel catch-up platforms and via series link.

ENDS

NOTES TO EDITORS:

For more information please contact Bryony Willis, Communications Executive at BBC Worldwide
P: 02 9744 4545 E: Bryony.willis@bbc.com

INTERVIEW OPPORTUNITIES

- Grant Orchard, Senior Director of BAFTA Award-winning animation studio and creator/writer. The studio has also recently been nominated for an Oscar for Best Short Film with *A Morning Stroll*.

PREVIEWS

To preview an episode of *HEY DUGGEE* log into the [BBC Worldwide Press Preview Site](#).

ASSETS

- Character colour-in activity sheets
- Images of the series go to the BBC Worldwide Media Site – www.bbcmedia.com.au

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. Based in Macquarie Park, Sydney, BBC Worldwide ANZ wholly owns five channels: UKTV, BBC Knowledge and CBeebies in Australia; UKTV and BBC Knowledge in New Zealand; and is responsible for the distribution and promotion of BBC World News which transmits in both countries. On 3 August 2014 it will launch a new premium channel BBC First, showcasing premiere drama and comedy on the Foxtel platform in Australia. BBC Worldwide ANZ distributes great British content from the BBC and other producers to all free-to-air and most subscription channels in Australia and New Zealand. It works with partners to bring BBC Worldwide DVDs, magazines, digital apps, innovative products and live events to the local market, as well as offering advertising opportunities for the BBC’s world renowned bbc.com news site.



bbcworldwide.com
twitter.com/bbcwpress

FOXTEL