PRESS RELEASE

BAFTA AWARD WINNING SARAH & DUCK GET THEIR FIRST APP

CBeebies favourite hits mobile and tablet devices today

Australia, 5ᵗʰ December 2014 – BBC Worldwide and Scary Beasties are proud to announce the very first official pre-school app featuring CBeebies' favourites, Sarah & Duck. The rich and beautiful animations that won the TV show its recent BAFTA, allow children to immerse themselves in the amazing world of Sarah & Duck by playing engaging games and activities.

Available to download from the App Store, Google Play and Amazon, pre-schoolers and fans of the series are invited to join Sarah & Duck for a fun-packed day at the park. Players can interact with their favourite characters across 6 charmingly animated games, allowing for children aged from 2-6 to develop imagination and problem-solving skills through different game-playing styles. For peace of mind, there is also a gated grown-ups area including a Help section that ensures a child-friendly gaming experience.

Children can play hide and seek with Duck, create and fly their own unique kite, feed the hungry ducks and help Umbrella avoid the puddles. At the end of every game, players are rewarded with animated objects and characters that can be collected and used in a dynamic scene creator where they get to build their very own park.

Peter Hickman, BBC Worldwide Digital Entertainment Children's Producer said "It took us nearly a year and an extensive global search to find the right development partner capable of creating a world-class app for *Sarah & Duck*. We finally found Scary Beasties, a London based company who specialises in Children's software, and we knew they would be the perfect partner for BBC Worldwide and Karrot Entertainment."

Watch the *Sarah & Duck* app trailer on the BBC YouTube channel and download now:

A day at the park with Sarah & Duck costs $6.49 and is available today on

- The App Store: https://itunes.apple.com/au/app/sarah-duck-day-at-the-park/id942926747?ls=1%26mt=8
- Google Play: https://play.google.com/store/apps/details?id=com.bbc.SarahAndDuckPark
- Amazon: http://www.amazon.co.uk/Sarah-Duck-Day-at-Park/dp/B00PYLVKNG

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Notes to Editors:

Sarah & Duck airs on the CBeebies channel 705 daily. Littlies can also enjoy a Sarah and Duck Quackathon this Boxing Day from 9am-4pm.

Website: www.sarahandduck.com/app
Twitter: www.twitter.com/Sarah_and_Duck
Facebook: www.facebook.com/sarahandduck

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A day at the park with Sarah and Duck is the first in a series of pre-school apps to be published by BBC Worldwide and developed by Scary Beasties Limited. The development partnership has been established with the intention of releasing premium quality, paid-for content under the internationally recognised CBeebies banner.

About BBC Worldwide. BBC Worldwide is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). Its vision is to build the BBC's brands, audiences, commercial returns and reputation across the world. This is achieved through investing in, commercialising and showcasing content from the BBC around the world, in a way that is consistent with BBC standards and values. The business also champions British creativity globally.

In 2013/14, BBC Worldwide generated headline profits of £157.4m and headline sales of £1,042.3m and returned £173.8m to the BBC. For more detailed performance information please see our Annual Review website:
http://www.bbcworldwide.com/annualreview
www.bbcworldwide.com
www.twitter.com/bbcwpress

About Scary Beasties. Scary Beasties is a mobile and online games designer and developer specialising in kids' content. From a game's initial concept, through to its design, build and launch, their team of creatives and developers has been producing market-leading digital solutions since 2007.

www.scarybeasties.com

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