

P R E S S R E L E A S E

International Sales

Modelling, blogging, being creative: WDR mediagroup presents its new pre-teen series "Hayden's Dream" at MIPCOM

Cologne, 6th October 2016. WDR mediagroup (WDRmg) will be presenting a brand new series project at this year's MIPCOM (17th to 20th of October in Cannes): "Hayden's Dream" is set in the glamorous world of fashion and is geared especially towards kids between 10 and 13 years of age. The Cologne-based company has taken on the global distribution of the high-quality live-action series, which is scheduled to be produced by Bryncoed Productions beginning next spring. The first season will feature 26 half-hour episodes.

"Hayden's Dream" offers above all girls and young teenagers a lot of themes to relate to. The main character, Hayden, is curious and creative, but also shy and vulnerable. On her way from being a model to designing her own fashion collection, she has to face a lot of everyday challenges. Experienced authors, such as Holly Phillips ("Dance Academy", "Hank Zipper"), and producer Foz Allan ("Wolfblood", "Hetty Feather") are on board to ensure highest quality standards in a wide variety of topics.

Foz Allan, Executive Producer at Bryncoed Productions: "'Hayden's Dream' is modern television for children and young teenagers. We use contemporary storytelling devices to explore the joyful struggle of finding yourself and being true to yourself. "

Andrea Zuska, Chief Content Officer at WDRmg: "Set in the world of fashion and specifically aimed at children and pre-teens on the verge of adulthood, the series fills a gap in the market. It perfectly complements our range of programmes for children and youths, as we now have something appropriate in our portfolio for all age groups and areas of interest."

Besides "Hayden's Dream", WDRmg will also be offering programmes for pre-schoolers between 3 and 5 years of age, such as the animated series "Gigglebug". Programmes for children aged 5 to 9 include the edutainment format "The Maus" and the upcoming animated detective series "Dougie Noir". A further recent addition to the portfolio is "WildWoods": a live-action comedy featuring puppets, filmed in the forests of Canada and Northern Ireland.



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Other key areas for WDRmg to focus on at MIPCOM are the marketing of innovative TV formats that are available for international adaptation as well as the recruitment of (co-)production partners for realising future projects in children's television. Once again a partner of the German Pavilion, WDRmg can be visited at stand **P-1.J24-K23**.

Image material is available for download at:

<http://www.wdr-mediagroup.com/unternehmen/presse/aktuelles>

Contact:

Andreas Haider
Corporate Communication
Telephone +49 (0) 221 2035-1968
presse@wdr-mediagroup.com

WDR mediagroup GmbH
Ludwigstraße 11 50667 Cologne
www.wdr-mediagroup.com