

## PRESS RELEASE

# Gigglebug commissioned for season 2 - starts production in June

**Helsinki, Finland, 8th of June 2016** - Finnish animation and games studio Gigglebug Entertainment has landed a new commission, making Gigglebug the biggest pre-school series produced out of Finland to date. The new production starts on the back of delivering the first one to broadcasters in May 2016. Finland's YLE and Switzerland's SRF lead the new commission, with WDRmg distributing.

"There hasn't been such a pre-school series out of Finland since the Moomins", comments Anttu Harlin, CEO and producer of Gigglebug Entertainment.

The joint commission by YLE and SRF is exceptional. "This series has really found its audience in Finland. It radiates positive values and Gigglebug's laughter is contagious" comments YLE producer, Kaisa Järnefelt.

"Season 2 is a true asset in terms of distribution", says Stefanie Fischer, Head of Content at WDRmg. "With a total of 52 episodes, we can now offer a greater variety of Gigglebug's hilarious stories, which makes the show even more attractive for international programme buyers."

Gigglebug's stories are influenced by the highly esteemed goals in the Finnish early education system. The positive effects of laughing together are used to teach children about their emotions and develop their resourcefulness.

"The creators have crafted a wonderful world with charming characters and smart stories", SRF's Marek Beles notes.

**Download high res images:** <https://we.tl/1Kkq1o6HDI>

### **Additional Information:**

Anttu Harlin, CEO, producer  
Gigglebug Entertainment Ltd  
+358 50 575 4862  
[anttu.harlin@gigglebug.tv](mailto:anttu.harlin@gigglebug.tv)

Kaisa Järnefelt, producer  
YLE-kids  
+358 40 483 8556  
[kaisa.jarnefelt@yle.fi](mailto:kaisa.jarnefelt@yle.fi)

Stefanie Fischer, Head of Content  
WDR mediagroup GmbH

Bereichsleitung Content  
+49 (0)221 2035 - 2500  
[Stefanie.Fischer@wdr-mediagroup.com](mailto:Stefanie.Fischer@wdr-mediagroup.com)

## **GIGGLEBUG FACTS**

### **Title:**

Gigglebug

### **Tagline 1:**

Laughing together!

### **Genre:**

Kids / Animation

### **Target group:**

Kids 2-5 and the family

### **Synopsis**

If laughter's the best medicine, then the doctor is in! Everyone knows someone with a special laugh--and Gigglebug's is one of the greatest ever. It's his gift, his innate ability and the key to transforming attitudes, which ultimately shakes loose every gummed-up situation he runs across.

The stories are set in the oh-so enchanted Greengown Forest, where Gigglebug meets his young animal friends, all dealing with growing up. Each of them has a trademark set of hang-ups and talents, and it's Gigglebug's unique attitude and contagious laughter that breaks through those inhibitions, unlocks the talents and their adventures together! No moment so dull or situation too gloomy that Gigglebug can't make it amazing.

In early learning, the ability to try again and not to be discouraged by failure is an important pedagogical aim. Our curricular approach is to show how humour and a positive attitude helps you get un-stuck.

### **Transmedia**

2 season of TV series for international distribution (26x5min + 26x5min)

1 mini season as pilot in Finland (10x5min)

3 apps

2 books

1 music album

#1 kids app in 64 countries

1,000,000 downloads

### **Team:**

Produced by Gigglebug Entertainment , Finland.

Director: Joonas Utti

Producer: Anttu Harlin

Writers: Jymn Magon, Mike de Seve, Joonas Utti, Anttu Harlin

Pedagogic consultant: Tuire Harjola (MA) early education, Helsinki, Finland

**Commissioning broadcasters**  
YLE Finland and SRF Switzerland