



Media Release

## GET READY TO MAKE SOME NOISE WITH RAA RAA THE NOISY LION ROARING INTO AUSTRALIA

The latest instalment from Chapman Entertainment (*creators of Little Charley Bear, Fifi and the Flowertots and Roary the Racing Car*), **Raa Raa The Noisy Lion** will roar onto ABC 4 Kids from Friday November 4, 2011 at 5.10pm daily. The television series will also be complemented with a publishing deal with Penguin slated for release in 2012.

The 52episode x 10minute stop frame animation series for boys and girls is a new pre-school show about a noisy little lion cub who's just finding his voice. With an emphasis on giving children the confidence to communicate and find their own voice while having lots of jingly, jangly jungle fun, **Raa Raa The Noisy Lion** is narrated by UK's national treasure, Lorraine Kelly.

"We are thrilled **Raa Raa the Noisy Lion** will soon premiere on ABC 4 Kids – the dedicated Australian free to air preschool channel is the ideal home for Raa Raa and his friends. Based on the local success of *Fifi and the Flowertots, Roary the Racing Car* and most recently, *Little Charley Bear*, we are sure **Raa Raa the Noisy Lion** will be a roaring hit with Aussie kids. We are also pleased to announce Penguin as our first licensee with book releases to roll-out in the new year" said Valerie Fry, Commercial Director of Chapman Entertainment.

Joining Raa Raa on his vocal voyage of discovery are Huffty the elephant, Topsy the giraffe, Crocky the crocodile, Zebby the zebra and Ooo Ooo the monkey. Together this merry band of young friends are learning that they can have a lot more fun on their adventures if they use their communication skills – sounds, gestures, facial expressions and best of all, words!

Using rhyme, rhythm, repetition encouraging little ones to mimic, entertaining music and signature sounds combined with great storytelling in a fun jungle environment, **Raa Raa The Noisy Lion** uses the voices of real children for Raa Raa and his friends to connect and resonate with youngsters.

Developed with speech, language and communication experts, the series has already launched on Cbeebies in the UK and is fast becoming a kiddie (and parent!) favourite.

**Raa Raa the Noisy Lion** is produced by Chapman Entertainment (*creators of Little Charley Bear, Fifi and the Flowertots and Roary the Racing Car*) and Mackinnon & Saunders.

Haven Licensing is the licensing agent for **Raa Raa the Noisy Lion** in Australia.

Follow the adventures of **Raa Raa the Noisy Lion**  
[www.facebook.com/raaraathenoisylion](http://www.facebook.com/raaraathenoisylion) [www.raaraathenoisylion.com](http://www.raaraathenoisylion.com)

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