



## ‘My Little Heroes’ selected at the IP pitching session in Mipjunior

**Mipjunior** 2017 offers from first time on Sunday 15<sup>th</sup> afternoon a new live pitching session for intellectual properties willing to be transformed into cartoon series. A jury of experts in the licensing industry has selected five different projects have been selected among the candidates in the Mipjunior Library.

Among them, Peekaboo Animation pitches one of its IPs called ‘**My Little Heroes**’. This is a collection of 60 books created by EMSE in Barcelona and published by La Vanguardia and Salvat as a kiosk collectible brand. The books have been published since early 2017 in Spain but already exported to Italy, and they are soon entering in Portugal, Belgium and Russia. Peekaboo Animation is coordinating the illustrations of the books and is also responsible for the adaptation into an animation work.

‘**My Little Heroes**’ is a compilation of the personal stories of different people who can be considered as heroes of human society. Real people, without superpowers, without magical capes, but very skillfull and resourceful who mastered in their own fields of action. Some of the names included in the collection are **Albert Einstein, Frida Kahlo, Mozart, Michelangelo, Marie Curie, Nelson Mandela or Jane Goodall**, among others. In the books, the story starts at the moment where all of them were kids, from the kids’ point of view, and later on it evolves until the most remarkable achievements in their lives.

Peekaboo is currently working on the adaptation of the books collection to expand the brand, not only to animation for television, but also into different digital fields. The brand potential include e-books and apps, as well as educational school materials. Licensing and merchandising are already underway with Salvat publishers in Spain, who is delivering some consumer products together with the books.

Peekaboo is attending Mipjunior and Mipcom in order to look for potential coproduction partners, broadcasters and licensees for this IP, as well as the rest of animation series developed and produced in-house.