



Peekaboo Animation gets MEDIA TV Diffusion grant for 'I Elvis Riboldi'

The European Agency MEDIA has unveiled today the list of selected projects who will become beneficiaries for the TV Programming grant in the EACEA-21-2017 call of proposals. **'I Elvis Riboldi' is one of the selected projects and has secured financing for 500,000€**, showing the strength of its international potential to convince broadcasters.

MEDIA has a long history reinforcing the European audiovisual sector through its funding lines, specially those who have the potential to easily travel within the European boundaries but also abroad. In the current call, MEDIA has secured final for a total amount of 5,677,434 Euro, shared by 22 beneficiary projects from 11 different countries (6 from France, 4 from Italy, 3 from Norway, 2 from Denmark, Sweden and Austria, and 1 from Belgium and Ireland). 'I Elvis Riboldi' was also the only application from Spain.

About the show

'I, Elvis Riboldi' (52x11') is a character-driven comedy based on the books collection written by Bono Bidari and published by LaGalera in Spain, Hachette in France, Sironi in Italy and several other publishers in Eastern Europe, Turkey or South America.

It narrates the adventures of Elvis, a kind-hearted good boy who always means well, but who creates the chaos, always unwillingly. He's energetic, optimist, passionate and reflects the joy of being a child... but taken to the extreme. He's TOO energetic, TOO optimistic and TOO passionate so things usually go out of control. Together with his best friends Boris and Emma, we'll follow their adventures around the town of Icaria, a place where, according to its inhabitants, nothing ever happened until Elvis was born.

The project won the Disney Channel Award at the TV series & specials pitching competition during MIFA in Annecy in 2014, as well as the Best Project award at the Anima'T Sitges-Barcelona competition the same year.

'I Elvis Riboldi' is a Spanish-French coproduction by Peekaboo Animation, Wuji House, Insomne Estudi and Watch Next Media. The project is currently in production and will be delivered by late 2019. International release is expected by end of 2019 in Spain and France, and early 2020 internationally in more than 130 territories.