

EMBARK ON A TIMELESS JOURNEY WITH STUDIO 100 INTERNATIONAL'S "HEROES OF CHILDHOOD" YOUTUBE CHANNEL

Munich, 13 May 2024. Studio 100 International invites you to step back in time and rediscover the magic of your childhood with the debut of its latest digital venture, the "Studio 100 – Heroes of Childhood" YouTube channel. Launched in early April, this vibrant channel is dedicated to whisking teens and young adults away on a nostalgic and fun adventure. Many of the characters and series gathered under this brand will be familiar to the target audience from their childhood: "Maya the Bee", "Heidi", "Vic the Viking", "Alice in Wonderland", "Pinocchio", and "Sindbad the Sailor" are just a few of the beloved icons ready to leap from the past and spark delight once more.

In addition to numerous clips from the original series of the '70s and '80s there will be enthralling, new and entertaining content uploaded each week including character specials, shorts, and compilations. The innovative "crazy clips" breathe fresh life into iconic moments, reimagined with a modern twist for enjoyment not just on YouTube but TikTok as well. Initially launching in German, the project is to gradually introduce more languages, extending the joy and nostalgia to a global audience.

In conjunction with the launch of these social media channels, Studio 100 International is introducing a trendy "Heroes of Childhood" fashion collection featuring cool and cheeky designs. This fashion line is available on prominent online platforms including Zalando, About You, OTTO, limango, Amazon Fashion, as well as on the dedicated online store at shop.heroesofchildhood.com. By combining modern street style with iconic elements from the series, the "Heroes of Childhood" also create a bridge between generations.

"The wave of retro vibes is gaining unstoppable momentum as a fashion trend," states Joachim Knödler, Head of Licensing at Studio 100 International, the center of this

phenomenon. "Our timeless brands and characters offer a comforting presence in an ever-changing world, evoking memories of simpler, joyous times. They serve as a bridge connecting our shared past with the vibrant present, inspiring new generations and rekindling cherished memories."

Links:

- Website: heroesofchildhood.com
- YouTube: youtube.com/@HeroesofChildhood
- TikTok: tiktok.com/@heroesofchildhood

About Studio 100 International

Studio 100 International is a leading production and distribution company specializing in high-quality children's and family movies and series. Based in Munich, it represents a portfolio of well-known brands such as "Maya the Bee", "Mia and me", "Heidi", "Vic the Viking", and "100% Wolf". Studio 100 International further engages in global brand rights licensing and manages its own state-of-the-art production studio, Studio Isar Animation.

The company is part of the Belgian Studio 100 Group with a strong presence in the theme park industry across Belgium, Germany, the Netherlands, Poland, and the Czech Republic.

For further information: www.studio100international.com

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