

STUDIO 100 INTERNATIONAL ANNOUNCES "MAYA THE BEE" CINEMA PROMOTION ACROSS POLAND

Munich, 16 May 2024. Studio 100 International not only covers the distribution and licensing of films and series, but also activates its brands through a variety of measures. This is part of a broader strategy to leverage popular characters in dynamic settings, ensuring fans old and new can experience their favorite stories in innovative ways. The company in collaboration with Generation Media (UK) has launched a unique cinematic experience with much loved character "Maya the Bee". Following special premiere events in three Polish cities, families across Poland can now join in a special 60-minute interactive cinema event at nearly 50 Multikino Vue locations.

The "Maya the Bee" cinema event promises an immersive journey into Maya's world on the Poppy Meadow, including four popular episodes of the CGI series, featuring the story of Maya's birth. Between episodes, children and their families will be invited to participate in fun-filled activities including puzzling, dancing, and sing-alongs, designed to enhance their connection with Maya's adventurous tales.

The premiere event in Bydgoszcz, Gdansk and Zabrze featured a special framework program, providing attendees with engaging beekeeper information, enriching their understanding and appreciation of bees and their vital role in our ecosystem. The cinema events are extensively promoted by theatrical promotions, many social media activities, family mailings, PR campaigns and influencer support.

"This new and innovative format not only allows kids to experience Maya's world in a completely fresh and engaging way but also extends our mission to deliver enriching family entertainment that educates and inspires via various platforms" said Peter Kleinschmidt, Director of Marketing at Studio 100 International.

Studio 100 International plans to extend this cinematic experience into various markets as part of its international marketing strategy to support its key brands with innovative activities.

For more information on event dates, locations, and tickets, please visit multikino.pl/.

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

About Generation Media

Generation Media are the world's leading independent media specialist, operating as audience first experts in communication to Children, Families and Gamers. Generation Media's experience spans multiple sectors and territories, from toys and video gaming to financial services and music. The agency operates with an Employee Ownership Trust (EOT) scheme, prioritizing client needs through investment in its people. For further information:

www.generationmedia.com

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