

CELEBRATING 50 YEARS OF “MAYA THE BEE”: A TIMELESS ICON FOR GENERATIONS

Munich, 10 December 2024. Studio 100 International is excited to celebrate the 50th anniversary of MAYA THE BEE’s first TV appearance in 2025, a milestone marking her journey from the classic 1970s TV series to her recent CGI-animated adventures. Maya’s charm and cultural impact have also reached the big screen with three feature films: “Maya the Bee Movie” (2014), “Maya the Bee: The Honey Games” (2018), and “Maya the Bee: The Golden Orb” (2021).

To honor this special occasion, Studio 100 International has created a unique anniversary logo showcasing the classic 1970s Maya alongside her contemporary CGI counterpart. A dedicated style guide accompanies the logo, offering international agents and licensees tools to develop anniversary-themed products and activities. To further support promotional efforts, an electronic press kit and social media kit with clips and images will also be available. The global anniversary branding will kick off in January 2025.

In Germany, the celebrations will culminate in 2026, commemorating Maya’s 1976 debut on ZDF, which began her journey to becoming a pop icon. For decades, audiences in Germany and worldwide have embraced Maya as a symbol of curiosity, kindness, and adventure. Since 2019, she has also championed sustainability and bee protection through her “Project Poppy Meadow” initiative, reinforcing her connection to nature and environmental awareness.

“Our cherished Maya the Bee has been inspiring and entertaining generations for half a century, and this milestone is a testament to her universal appeal and enduring values,” said Peter Kleinschmidt, Director Marketing & Brand Management of Studio 100 International. “As we celebrate her 50th anniversary, we look forward to sharing her joy, curiosity, and sense of adventure with even more fans around the world.”

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”, “100% Wolf”, and “House of Anubis”. 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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