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Earth Day showings of MeteoHeroes planned across Latin America

Four episodes of Mondo TV's hit kids' show will air on multiple channels to celebrate the biggest day in the environmental movement's calendar

Mondo TV Iberoamerica, part of Mondo TV Group, one of the largest European producers and distributors of animation content, has announced a major agreement with a number of broadcasters in Latin America through which four specially chosen episodes of the very popular environmentally themed animated kids' show MeteoHeroes – co-produced by Mondo TV and the leading Italian weather forecasting centre Meteo Operations Italia (MOPI) – will be broadcast on the occasion of Earth Day.

Earth Day is an annual event celebrated around the world on the 22nd of April to demonstrate support for environmental protection.

The Earth Day message about protecting the environment echoes the unique value proposition of MeteoHeroes, a show that helps children to understand complex and current issues about climate, pollution and protecting our planet through a perfectly balanced combination of entertainment and education.

In addition, Latin America is one of Mondo TV Iberoamerica's core business areas, a region where it has strong relationships with the main channels, broadcasters and platforms helping it in its aim of spreading the environmental messages central to Earth Day to millions of young viewers across the continent.

A number of broadcasters have already confirmed plans to air the episodes. More are expected to confirm their participation in the coming weeks. Among the confirmed public channels are Señal Colombia; TV Perú and its children's channel IPe; SER TV (Panama); TVN Chile – via its children's channel TV Educa Chile, Pakapaka (Argentina); and Canal Once (Mexico). All are broadcasting the shows on the week of the 22nd of April. Canal Once plans a second broadcast on the weekend of 1-2 May on the occasion of the Día del Niño (Children's Day) in Mexico.

Private channels involved include Megavisión (El Salvador); TC Televisión (Ecuador); TV Jamaica; Trece (Paraguay); Primo TV (US and Puerto Rico), the English-language network of Hispanic pay TV leader Vme Media; Colorvisión (Dominican Republic); and Red Uno (Bolivia).

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The four episodes will demonstrate the diversity of themes and regions covered by the series – including an episode set in Latin America – as well as underlining the show’s engaging blend of comedy, adventure and environmental themes.

In fact, MeteoHeroes is the only cartoon in the world dedicated entirely to climate and environmental issues. Each episode focuses on issues related to ecology and respect for nature through the adventures of six superpowered kids who can control weather phenomena. Working alongside scientists and meteorologists at their futuristic HQ based in Gran Sasso Mountain National Park in Italy, the MeteoHeroes are trained to control their powers and fulfil their mission: to save the Earth.

The special showings will be promoted by both the channels involved and Mondo TV across a wide range of platforms and media.

Already among the biggest hit shows on Cartoonito in Italy last autumn, the first series of MeteoHeroes has already been sold or confirmed into over 140 countries to date. A second season (52 x 11’) of the show is currently in production.

Dimitri Papanikas, International Sales and Co-productions Manager of Mondo TV Iberoamérica, said: “This is a crucial example of fostering a spirit of hope and global collaboration by supporting channels in their programming on a special day dedicated to the celebration of nature. We are thrilled to have such great partners joining us in spreading the positive message from the MeteoHeroes that, working together, we all have the power to save planet Earth.”

Luigi Latini, CEO of the show’s co-producer Italian weather forecasting centre Meteo Operations Italia (MOPI), added: “The 22nd of April is an extremely important day on the environmental calendar. We are delighted that we can make a small contribution to spreading the message about protecting our planet through a show that both educates and entertains.”

ABOUT MONDO TV IBEROAMÉRICA

Mondo TV Iberoamérica S.A. is an audiovisual content producer and distributor operating in Spain, Portugal, Latin America and the Spanish-speaking US. It was founded in January 2008 as Mondo TV Spain S.L and as a distribution branch of the Mondo TV Group S.p.A directed at the Iberian and Latin American markets. Its work is currently focused on two main areas. The distribution in Iberian and Latin American markets of animation content and fiction series for children and young people remains an important part of the company's business. However, the company's main focus now is to increase its target audience through the production and co-production of fiction content for a broader target age. As part of this trend, it has recently begun to co-produce fiction series with prestigious Latin American partners. Since December 23, 2016, the company has been listed on the BME Growth - former Alternative Stock Market (MAB). For more information, visit www.mondotviberoamerica.com

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ABOUT MONDO TV

Mondo TV is a group of companies operating across a number of sectors in the entertainment business. It is the leader in Italy – and among the largest players in Europe – in the production and distribution of animated TV series and full-length feature films for TV and cinema. It also has a strong presence in the Latin American territories through its sister company Mondo TV Iberoamérica, based in Spain. With Heidi Bienvenida, co-produced by Mondo TV Iberoamérica and Alianzas Producciones, it has recently successfully moved into the production of live-action entertainment. Mondo TV has also enjoyed success with a number of co-productions – including Heidi Bienvenida, Invention Story, Robot Trains and MeteoHeroes – and continues to actively pursue partnership opportunities with potential production and broadcasting partners. Mondo TV owns one of Europe's largest animation libraries: it consists of more than 2,000 episodes of television series shown all over the world, along with more than 75 animated movies. The group's licensing division, Mondo TV Consumer Products, was founded in 2010.

ABOUT EARTH DAY

EARTHDAY.ORG's mission is to diversify, educate and activate the environmental movement worldwide. Growing out of the first Earth Day in 1970, EARTHDAY.ORG is the world's largest recruiter to the environmental movement, working with more than 75,000 partners in over 190 countries to drive positive action for our planet.