

Press release, December 2010

PRIME4Kids&Family - successful closing of this year coaching program in Ludwigsburg

Ludwigsburg, December 7th, 2010. PRIME4Kids&Family, Europe's unique coaching initiative for children and family entertainment ended on last Tuesday in Ludwigsburg with a successful panel discussion about the future of family entertainment. Started with a keynote by one team out of the participants group, Jans Budding and Anneke Dorsman, from Netherland, who presented their Emmy nominated cross media project "13 en de orlog" (www.13indeoorlog.nl) the panel emphasized on the constantly razing demand of crossover productions in the field of family entertainment. "The multitude of international authors respectively production companies that applied this year is proof that there is a very big need for cross-over development support in the field of children and family entertainment. So we are very happy to be able to continue the workshop in 2011. Call for applications will be opened in February next year." emphasizes Frank Stehling, Managing Director of PRIMEHOUSE.

PRIME 4 Kids&Family, which is supported for the second time since 2008 by the MFG Film Funding Baden-Wuerttemberg and for the first time by the city of Ludwigsburg, addresses screenwriters and creative teams who are developing a project for a feature film, a TV-series and also interactive applications (games). Provided that in doing so, the projects satisfy the cultural quality requirements. "The competent and independent handling with media is a key qualification today for children and youth for the latter success in their profession and society. PRIME 4Kids&Family supports the development of high-quality children media and therefore complements the preventive approach of the initiative state of children media Baden-Wurttemberg", explains chairman of the supervisory board MFG, minister of media Helmut Rau.

Gabriele Röthemeyer, managing director of MFG Film Funding emphasized at the opening that "children and parents are used to their heroes and stories crossing the boundaries of formats - from the book - to a TV series - to a feature film - to a game. They love and expect increasingly this kind of reunion in other formats. That's the reason for our engagement to help the developing of cross media contents prosper."

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