

Press release, 2nd September 2010

PRIME 4Kids&Family 2010 - unique cross-media training initiative for family entertainment welcomes 8 European countries representing the 15 selected projects.

PRIME 4 Kids&Family, former Pygmalion Plus - Europe's unique cross media training initiative for family entertainment addresses screenwriters and creative teams who are developing a project for a feature film, a TV-series and also interactive applications (games).

Berlin-based PRIMEHOUSE, which has successfully relaunched the former Pygmalion program to PRIME4Kids&Family, received over 40 participation requests from France, Poland, Austria, Great Britain, Sweden, Norway, Germany and Italy. At least the jury selected 15 projects which are representing 8 European countries.

The selected projects are: **Lena and the King of Snakes** (WILDart film, Austria), **Albert the Extraterrestrial** (Film- u. Fernsehlabor, Germany); **Alberto, Zach and the Big Bang** (Martina Klein, Germany), **Fina – the one day fly** (Ulrike Stegmann, Germany), **FresserWisser/CritterSnatchers** (ZipZoomZap Design, Germany), **The Legend of Vineta** (Ulysses Filmproduktion, Germany), **Lupo Gentile** (Arsenale 23, Italy), **Bloody Cheap** (NPS, Netherland), **From Mice to Men** (Filmbin AS, Norway), **Broszka** (Aurora Film Production S.C, Poland), **Telepastele** (SPI Film Studio, Poland), **The little Red Paper Ship** (MiniMondo Filmproduktion, Poland), **The Storm Cloud Odyssey** (Agnieszka Sadurska, Poland), **Tostissimo** (Levain Film Development, Sweden), **Nini and the Red Wall** (Edwards Windus, UK).

"We are very happy about this year projects. The multitude of international authors respectively production companies that applied is proof that the relaunch of former Pygmalion to PRIME 4Kids&Family with its special approach was being welcomed and talked about abroad and not at least we see the obviously very big need for programs like P4K&F," emphasises Frank Stehling, Managing Director of PRIMEHOUSE. The first of two "Centers" of PRIME4Kids&Family 2010 will take place in the Countryside of North Poland from October 3rd - 11th 2010. The second one will take place by the end of the year in Ludwigsburg, Germany.

For more information, please visit: www.prime-house.de

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