



Herschend Entertainment Studios Expands Leadership Team Team Set To Relaunch Hit *Chuggington* Series Worldwide

ATLANTA, September 10, 2019 - **Herschend Entertainment Studios™** ("HES") is expanding its leadership team to prepare for the significant 2020 relaunch of the beloved children's brand, ***Chuggington*** and the development of new intellectual property within the **Herschend Enterprises** ("HE") family of companies.

Natalie Setton joins HES as Vice President of Commercial, Content Distribution & Licensing. In this role, Setton leads all sales, licensing, marketing, retail support, live events and location-based entertainment for HES' properties. She'll also work alongside **Julie Phillips**, who serves as Vice President of Development and Production, and as an Executive Producer on *Chuggington's* new season. This executive team is being led on an interim basis by **Peter Schube**, former President of The Jim Henson Company and COO of Illumination Entertainment.

Acquired from U.K.-parent company, Ludorum PLC, in December 2018, *Chuggington* celebrates its 10th anniversary in 2020. HES is prepping for a full-scale global relaunch of the popular *Chuggington* series with an all-new season six premiering in Spring 2020, and an exciting new toy program from master toy partner **Alpha Group** debuting in Fall 2020. The new toy line will bring innovation to train play as fans are given the opportunity to re-enact the series' adventures like never before with universal track sets and trains from the *Chuggington* world. The brand reintroduction will also be supported with refreshed and all new creative assets, a special mini-hub website, broadcaster support, direct-to-consumer campaigns, promotional events, and global brand partnerships.

"With the addition of our media business, Herschend Entertainment Studios has joined an elite group of companies with the capability to build 360 degree, evergreen franchises," commented Phillips. "This ability positions us well to offer fresh and exciting kid's entertainment as we develop or acquire new intellectual properties, allowing us to connect with kids and families beyond traditional media."

"I'm excited to collaborate with the amazing team at Herschend Entertainment Studios to develop the commercial business for the company, working closely with Peter and Julie on *Chuggington* and other properties that we develop," added Setton. "We're all excited for the relaunch of *Chuggington*. We know that there is still strong demand in the market for the brand, and we're looking forward to establishing new partners across multiple key categories."

Chuggington seasons one through five rolled out across 178 territories in 36 languages and generated close to \$1 billion at retail globally. Fan engagement for *Chuggington* continues to be strong across digital with over 1.5 billion watch time minutes on YouTube and 22% year-on-year growth.



About Chuggington Season Six

Season six of *Chuggington* will continue to delight preschoolers on A-list broadcast networks and top streaming platforms worldwide. In the new season, everyone's favorite trio of trainees, Wilson, Brewster, and Koko, will embark upon exciting adventures that encourage teamwork, friendship, and fun, highlighted by a toe-tapping new soundtrack. Award-winning writer/producer Michael G. Stern (*Doc McStuffins*, *Sofia the First*) leads production, serving as head writer and co-executive producer.

The new season (52 x 10') is all about discovery, getting to know the unique characters and the inner workings of the locations that make *Chuggington* so special. It's a fresh celebration of the diversity, friendships, and adventures that have delighted audiences for the past ten years. To top it off, live action kids globally will journey into the animated world of *Chuggington* through an all-new hybrid live action / animated short format (26 x 1.5').

About Herschend Entertainment Studios

Launched in 2016, Herschend Entertainment Studios "HES" is the media arm of Herschend Enterprises. HES develops and produces wholesome entertainment for television, film, publishing and other media. Its current media properties include *Chuggington*, PBS KIDS animated series *Splash and Bubbles* (in partnership with The Jim Henson Company) and *The Keys to the Kingdom*, the *New York Times* best-selling fantasy-adventure book series from award winning Australian author Garth Nix. For more information about Herschend Entertainment Studios, visit <http://herschendenterprises.com/>.

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