



Media Inquiries

Kimberly King
678-221-2913
kim.king@hfecorp.com

Herschend Entertainment Studios Acquires Beloved UK-Animated Series Chuggington

*Herschend Entertainment Studios to Expand Popular IP Globally through
New Content, Live Events, Merchandising and More*

ATLANTA (December 13, 2018) – Herschend Entertainment Studios™ (“HES”) today announced the acquisition of the beloved children’s series, *Chuggington*, from its UK-parent company, Ludorum PLC. The popular television series is enjoyed by pre-schoolers on A-list broadcast stations and key streaming platforms in over 178 countries across the globe. The show premiered on BBC in 2008 with the most recent launch on CCTV in China in 2017.

“We are excited to welcome *Chuggington* into the Herschend family,” said Andrew Wexler, CEO of Herschend Enterprises. “As the popular program prepares to celebrate its tenth anniversary, our team has developed plans to extend the brand’s reach by leveraging both its global fan base and Herschend’s portfolio of media, themed entertainment and experience-based businesses. We look forward to creating new and meaningful ways for families to connect with the world of Chuggington.”

Based in the fictional town of Chuggington, the series follows a trio of young, trainee trains, the eager Wilson, loyal Brewster and daring Koko. Under the guidance of their elder “Chuggers,” the main characters embark on exciting adventures and learn valuable lessons about teamwork, friendship and fun.

“Herschend’s culture is right in line with our wholesome, family friendly programming,” said Peter Scott, Chairman of Ludorum PLC. “Their proven expertise in producing live events and themed-experiences, in addition to the strategic content direction of Herschend Studios, will help usher in a new era of growth for this iconic brand.”

Herschend Entertainment Studios (HES) will invest in new content production in 2019. HES will also oversee growth of the franchise domestically and internationally, including live events, consumer products and themed entertainment. The program joins HES’s inaugural pre-school property *Splash and Bubbles*, the hit PBS KIDS series, produced in partnership with The Jim Henson Company.

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 *Splash and Bubbles* (in partnership with The Jim Henson Company) and *Chuggington*.

About Herschend Enterprises. Herschend Enterprises is a family of companies focused on family entertainment. Operating companies include Herschend Family Entertainment, Herschend Live, Herschend Entertainment Studios and Pink® Adventure Tours. Herschend’s companies entertain over 14 million guests annually. For nearly six decades, Herschend Enterprises has operated with the purpose of bringing families closer together by Creating Memories Worth Repeating®. For more information, visit, www.herschendenterprises.com.

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