

Play at Palladium with Raggs

PR info May 2013

raggs.com/palladium_pr_images_factsheet

Program Logo - Color



File name: Raggs_PlayPalladium.Blue

Grayscale



File name: Raggs_PlayPalladium.Gray

Brand Logo - Color



File name:
RPackWR_logo1

Grayscale



File name:
RPackWR_logo1Gray

images

Raggs (blue dog)
Trilby (pink dog)
Pido (yellow dog)

B. Max (orange dog)
Razzles (green dog)



File name: GRP_3D11



File name: GRP_L03



File name: GRP_3D10



File name: GRP_L04



FACT SHEET

Updated May 2013

TV Series

- *Raggs* is an award-winning, musical preschool TV series starring five colorful canine characters who explore their world and play music as The Raggs Band.
- Half hour episodes use modular segments to illuminate educational themes and social skills.
- Modular segments include: live action stories, concerts, music videos, cartoons and real kids talking about the subject of each episode with Dumpster the Cat.
- Original music is a central element to the series. Each episode features two concerts, one music video and one Wag & Wiggle (fitness motivation) segment.
- Awards include: Parent's Choice, Kids First and Emmy® Award for music in 2010.

Characters

- Raggs® (blue dog) – Guitar player, energetic and enthusiastic puppy personality
- Trilby® (pink dog) – Base player, fashionista and athlete
- Pido® (yellow dog) – Drummer, surfer dude and chef
- B. Max® (orange dog) – Plays keyboards, inventor and brains of the group
- Razzles® (green dog) – Sound machine spinner, organizer and dancer
- Dumpster® (pet cat) – Wisecracking, pampered pet. (Not part of Palladium Resort show program.)

History

- Raggs was created by North Carolina advertising executive, Toni Steedman, as an imaginary dog in stories for her young daughter, Alison, in 1989.
- In 1999, Steedman featured Raggs in a successful advertising campaign for regional malls.
- In 2001, Steedman produced the first TV pilot titled "Pawsuuup!" Emmy® nominated.
- In 2005, Channel Seven, Sydney, Australia commissioned Raggs and subsequently ordered 195 half hour episodes. Primary production at ABC Studios in Sydney from 2006-2009.
- In 2012, Steedman produced 120 *Raggs* episodes in Spanish for NBC-owned Telemundo in U.S.
- Today, *Raggs* has 195 episodes in English, 65 episodes in Hebrew, 120 episodes in Spanish PLUS 200 original songs in English, Hebrew and Spanish. French, other languages in 2014.

TV Broadcast, Other Media (Partial list)

- English, *Raggs* airs on Public TV stations and on Canadian cable channels.
- Spanish, *Raggs* airs Saturday (8am) & Sunday mornings (8 and 8:30am) on Telemundo.
- Spanish, *Raggs* will begin airing on RTV-Ecuador, June 2013. Other worldwide networks are pending for 2013.
- Raggs.com – airs new episode daily, games and activities (New site launches May 19, 2013)
- Twitter - @Raggs; Facebook - www.Facebook.com/RaggsTV
- YouTube – Raggs Band channel, features English and Spanish music videos <http://www.youtube.com/user/rkcband>
- iTunes – Raggs music <http://itunes.apple.com/us/artist/raggs/id109264527>,
- iTunes & Netflix - Raggs episodes available starting Summer 2013

Partners/Retail Products (Partial list)

- Palladium Hotels & Resorts – "Play at Palladium with Raggs" launches July, 2013
- NCircle Entertainment – DVD distributor, newest Raggs DVD, "Giggle," available 2013
- Fiesta Toys – Plush toys, pillows, puppets, trolleys at retail Q3-2013, Retailers TBA
- Bear Mill – Plush toys available through Raggs.com other retailers TBA
- Schoenhut Toy Pianos – Pianos and music books at retail in early 2014
- Other licensees/partners available upon request with new announcements in 2013.