# 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

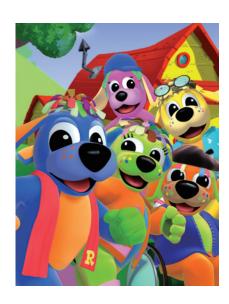
### Grayscale



File name: RPackWR\_logo1Gray

### **İmages**

Raggs (blue dog) Trilby (pink dog) Pido (yellow dog) B. Max (orange dog) Razzles (green dog)



File name: GRP 3D11



File name: GRP LO3



File name: GRP\_3D10



File name: GRP\_LO4



#### **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.