



# MEDIA RELEASE



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## **RAGGS TO ROCK PALLADIUM HOTEL GROUP'S CARIBBEAN AND MEXICAN ALL-INCLUSIVE RESORTS STARTING THIS SUMMER**

*Play at Palladium with Raggs* Debuts July 20 at Grand Palladium Resorts

**CHARLOTTE, NC** (May 20, 2013) - The Palladium Hotel Group, headquartered in Ibiza, Spain, and Blue Socks Media, owners of the Raggs TV series, announce a new licensing partnership for the Grand Palladium all-inclusive luxury resorts in the Caribbean and Mexico. Called *Play at Palladium with Raggs*, the program launches in July and will immerse the five colorful Raggs characters into Palladium's already expansive kids programs including mini clubs; character meet-and-greets; dining and musical experiences; activities and fully-produced live musical stage shows at the resorts' on-site theatres.

*Raggs*, an Emmy award-winning live action TV series starring five musical pups, which currently airs in English on public TV and in Spanish on Telemundo in the U.S., is expanding into Europe and Latin America. The Raggs characters are also known for rockin' musical live shows, which will be a key component of the Grand Palladium Resort experience.

*Play at Palladium with Raggs* will debut at the 2,000-room, 500-acre Palladium Riviera Maya Resort in Mexico this July and then immediately rollout to the sister resorts in Punta Cana, Dominican Republic; Montego Bay, Jamaica; and Puerto Vallarta, Mexico. The first phase of the *Play at Palladium with Raggs* program will include the Raggs characters singing by the pool, dancing in the lobbies, posing for photos at the beach, reading stories at the mini club and more. Families will also be able to join the characters for private breakfasts and other events.

In November a new full production Raggs live stage show will debut at the 750-1,000 seat theatres at each resort. Raggs' new licensed products, including plush toys from Fiesta Toys and DVDs from NCircle Entertainment, will also be available in the resort's retail shops along with books, T-shirts and accessories.

Children's activities are a key component to the Grand Palladium experience as evidenced by the commitment to expansive facilities including the largest children's activity center in the Caribbean and Mexico at the Grand Palladium in Punta Cana, Dominican Republic. Located on several acres, the castle-themed center includes kid-sized indoor and outdoor theatres, a children's kitchen, dress up activity rooms, video and game area, rock wall, sports court and private baby day care area.

"We were searching for a brand that would convey our company's family values and were very excited to sign an exclusive relationship with this award winning multi-lingual television series," said Linda Scaperotto, Director of Marketing for Palladium Hotel Group. "From a personal perspective, Raggs was an easy decision because my children immediately fell in love with the characters and started dancing to the music!"

"Based on wonderful experiences traveling with my children, it was clear that an all-inclusive resort vacation is ideal for a family vacation and we wanted our resorts to be the perfect place for families with children of all ages. We are very excited to bring Raggs to our young guests at our resorts and to make memories for the whole family that will last a lifetime," said Abel Matutes, CEO of Palladium Hotel Group. "We are sure that once children have enjoyed a vacation with Raggs, they will want to come back to play again and again."

"We are delighted to have the opportunity to share our fun-loving Raggs characters and enormous assets in such an exciting partnership," Toni Steedman, president of Blue Socks Media LLC explained, "Palladium's extensive commitment to healthy living activities and family entertainment are a perfect match for Raggs' capabilities and demonstrates the broad appeal of the Raggs' the brand."

As part of the pre-launch anticipation, Raggs is releasing a new music video called "Sun Day in the Fun Day," which is available at Palladium.com, Raggs.com and the Raggs Band channel on YouTube. Raggs has also launched a new mobile-friendly website at Raggs.com that includes streaming of a new episode daily in both English and Spanish.

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### **About Palladium Hotels & Resorts**

There are currently 12 Palladium Hotels & Resorts located in Mexico (Riviera Nayarit and Riviera Maya), the Dominican Republic (Punta Cana), Jamaica (Montego Bay), Spain (Ibiza) and Brazil (Bahia). Whether guests are whale watching in Riviera Nayarit or snorkeling in the shores of Punta Cana, Palladium Hotels & Resorts ensures a memorable vacation experience for all. Each of the properties offers a wide variety of restaurants, spa services, recreational facilities and age-specific kids clubs. Palladium Hotels & Resorts is owned and managed by the Palladium Hotel Group. For more information, please visit [www.palladiumresorts.com](http://www.palladiumresorts.com) or follow us on Facebook and Twitter.

### **About Palladium Hotel Group**

The newly re-branded Palladium Hotel Group is a Spanish hotel chain with over forty years of experience. The chain has 47 hotels in six countries: Spain, Mexico, Dominican Republic, Jamaica, Italy and Brazil and operates seven brands: The Royal Suites by Palladium, Palladium Hotels & Resorts, Ayre Hoteles, Fiesta Hotels & Resorts, Mallorca Rocks Hotel, Ushuaia Ibiza Beach Hotel and Sa Talaia Boutique Villa.

The Palladium Hotel Group is characterized by its philosophy of offering guests a high standard of quality facilities and services in each of its hotels and resorts as well as excellent value.

Palladium Hotel Group is a family owned company (Grupo Empresas Matutes) and based in Ibiza, Spain.

### **About Raggs:**

*Raggs* is a live action and animated musical preschool television series originally produced from 2006-2009 in Sydney, Australia, with additional U.S. production in English and Spanish in 2012-2013. *Raggs'* expansive library includes 195 finished half hour episodes and 200 original songs in multiple languages. The entertaining and educational series is based on the original characters created by Toni Steedman, a Charlotte, NC, advertising executive, for her then six-year-old daughter Alison. The rock n' roll story of five canine characters and their wisecracking pet cat is growing an international brand that includes DVDs, toys, books and touring. The Raggs Band has played over 4,000 live shows including appearances at the White House, multiple trips overseas to perform for military families and appearances at performing arts centers on four continents. In July 2013, Raggs will launch a new partnership called *Play at Palladium with Raggs* with the Palladium Hotel Group at their resorts in Mexico and the Caribbean. In 2011, Blue Socks Media LLC, headed by Steedman and based in Charlotte, NC, USA, re-acquired the worldwide rights to the *Raggs*. For more information, go to [Raggs.com](http://Raggs.com) or follow Raggs on Facebook or @Raggs on Twitter.