



FOR IMMEDIATE RELEASE

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TELEGAEL OPTIONS HUMPHREY BOOKS FOR FILM AND TELEVISION

The popular *According to Humphrey* series of books written for children by Betty G. Birney has been optioned for television and film adaptation by Telegael, one of Ireland's leading animation and television studios.

The Humphrey books, narrated by a curious and adventurous classroom hamster named Humphrey, include *The World According to Humphrey*, *Friendship According to Humphrey*, *Trouble According to Humphrey*, *Surprises According to Humphrey*, *Adventure According to Humphrey* and *Summer According to Humphrey*. The books are published in the U.S. by G.P. Putnam's Sons, part of the Penguin Young Readers Group. In the U.K., the books are published by Faber & Faber.

Telegael is a leading co-producer of animation series including the Emmy award-winning *Tutenstein*, *Dive Olly, Dive*, *Hero 108* and *Toddworld*. Current productions include *DaVincibles* with Moonscoop (USA) and NEO Network (Italy), *SpeedRacer: The Next Generation* with Toonz (India) and NickToons (US) and *The Woodlies* with Flying Bark Productions (Australia) and ZDF (Germany). Gráinne McNamara, Head of International Development and Siobhán Ní Ghadhra, Head of Production, will oversee the development at Telegael.

"Betty Birney is an exceptionally talented childrens' writer and storyteller. We are looking forward to working with her to develop a magical and engaging animated television series based on the hugely successful *Humphrey* books" says Ní Ghadhra. "Over the last decade, Telegael has developed strong links with some of the world's leading TV producers, distributors and broadcasters and our productions are now being viewed in most territories around the globe".

The best-selling *According to Humphrey* books have won numerous awards including seven U.S. State Awards, two Children's Crown Awards and a Christopher Award. The seventh book in the series comes out in 2011.

In the coming year, *Humphrey's Tiny Tales*, a new series of Humphrey books for younger readers will be launched in the U.K. by Faber. Also in the U.K., *The World According to Humphrey* was named a Richard and Judy book in 2007. *Adventure According to Humphrey* was selected as a World Book Day book in 2008. In 2011, a Humphrey's Tiny Tales book, *My Treasure Hunt Trouble*, will also be a World Book Day book in the U.K.

PRESS RELEASE

Author Betty G. Birney is a leading writer of childrens' books and has written extensively for both children's animated and live-action television. A recipient of an Emmy award for the *Madeline* series, Birney has also won three Humanitas Prizes and a Writer's Guild of America award for her television work.

The deal was repped by Barbara Alexander of Media Artists Group Literary and Donald Smiley of the Law Offices of Donald V. Smiley, both based in Los Angeles.

About Telegael

Telegael is one of Ireland's leading animation and television studios. Established in 1989, the multi-Emmy® and IFTA winning studio works with international producers, distributors and broadcasters to develop, produce and finance animation and live-action content for the global television market. Telegael's client list includes some of the biggest names in global broadcasting including Disney, PBS Sprout, Super-RTL, KIKA, BBC, Cartoon Network, Nickleodeon and CITV. Headquartered in Galway, Ireland, Telegael also has offices in London and Los Angeles.

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