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**FOR IMMEDIATE RELEASE**

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**Instinct KIDS acquires**



Instinct **KIDS**, the newly established children's television division of Instinct Entertainment has acquired the rights to **TOOCOOL**. The Award Winning book series TOOCOOL has sold over **2 Million** copies in Australia alone and has just recently been launched into America, Canada, Germany and France. Additionally, Australia's famous fishing brand **Jarvis Walker** has just recently launched its TOOCOOL fishing gear for kids.

Instinct **KIDS** headed up by Producers, Michelle Wilson and Ella Lehaf, is the new division of one of Melbourne's most prolific and successful Film and Entertainment production companies, Instinct Entertainment (*Strange Bedfellows, Till Human Voices Wake US*). Instinct **KIDS** will work closely with the **Award Winning** writer of the series **Phil Kettle** (*Boyz Rule, Girlz Rock and Billy Kool*) and Award Winning children's television writer and industry veteran **Robert Greenberg** (*Dog Star, Rock It, Lift Off, Round the Twist, and Pixel Pinkie*) to develop the successful children's book series **TOOCOOL** into a 2D animated television series for kids!

Phil Kettle - Creator and Author of the '**TOOCOOL** book series now published by **Pearson Education Australia** - "I'm delighted by the prospect of turning the TOOCOOL character and his friends into an animation. It is indeed a privilege to be working with Instinct **KIDS** on this project, and I'm thrilled with the team of talented people who've come together to bring life to TOOCOOL and his friends."

"When I was first introduced to Phil Kettle and the TOOCOOL character and book series, I was blown away with its potential and appeal, Producer Michelle Wilson said. "Having such a cheeky, endearing character appealed to me and I just wanted to see the character come to life on the screen. Now we are going to see that happen!"

A few words from **TOOCOOL** himself – “Wow! I just knew it! Eventually I'd become a film star. Well, I'm not one yet, but it won't be long! All those books, all those adventures and at last I'm going to be in front of the camera's. - Me, TOOCOOL, sports hero, adventurer, hunter and all round good guy. I can't wait to show the world what a great actor I am.' 'I'm TOOCOOL, I'm cool and I rule”.

In addition to TOOCOOL Instinct KIDS have a very exciting slate of projects including the pre-school series '**Zokky the Kangaroo**' currently in production and the 3D CGI animated children's series - '**The wwworld of juju eyeballs**'.

**'Zokky the Kangaroo'** is a live action costume character series that follows Zokky, the young enthusiastic male kangaroo, as he explores the amazing world around him. In this innovative, on location show, we follow the joy and challenges that Zokky faces, encouraging young children to learn, wonder, explore and use their imagination. Currently the initial episodes are in post production and the show will be looking for a home in the coming months.

**'The wwworld of juju eyeballs** a 3D CGI animated musical adventure which follows cyber pop group, juju eyeballs on their many exciting adventures in cyber space. – Currently in development.

For more information about Instinct KIDS and any of the exciting new projects please contact:



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