



Big & SMALL

Happy new year !

Welcome to the first Big and Small newsletter of 2010. It's set to be another big year for our furry friends, so watch this space for all the news as it happens (or just a short while afterwards...)

Great New Scheduling Announcement

The headline news at the start of 2010 is that Big and Small have been given prestigious scheduling slots for the first quarter. It is showing everyday on BBC One at 15.05, a prime slot for pre-school and also in the very popular 'Big Fun Time' slot at 16.00 on CBeebies. It is then also shown at 11.20 and 16.20 (signed) on CBeebies on Saturdays and Sundays. This means that B&S is shown 14 times a week across the BBC platforms. This is very high profile scheduling and demonstrates the BBC's continuing commitment to the brand.

Charity Begins at HomeStart

We are delighted to announce that Big and Small have forged a new partnership with HomeStart, a great charity who support parents with young children. These are families who are affected by post-natal illness, disability, bereavement, the illness of a parent or child, or social isolation. At its heart are parents supporting other parents - to help build a family's confidence and ability to cope. Big and Small are currently looking at ways to raise funds for and raise the profile of this worthwhile charity.

Toy Fair Story

Olympia in London is once again taken over at the end of this month as Toy Fair comes to town on the 26th, 27th and 28th of January. Two of our licensees, Jumbo and Little Stars, will have stands at the show, presenting their Big and Small products. Rainbow's character costume of Big and Small will also be making the rounds.

Food, Glorious Food

This month we welcome Elisabeth the Chef as our latest licensee. Great to have you aboard, and I'm *really* looking forward to seeing the samples!

B&S Website Goes Global

Fresh from its BAFTA award success and Kidscreen nomination, the B&S website went global this month, with its first localisation taking place in Norway – you can see the results of Stor og Liten here <http://nrksuper.no/super/program/storoglitent/>

Wales Embraces Big and Small

We are thrilled to announce that Big and Small will soon be winging its way to Wales, as it has been bought by major Welsh broadcaster, S4C. More news on transmission dates as we have it!

That's all for January – make sure you catch B&S in their new timeslots and have a wowzarama rest of the month. Bye!