



ALISA KNOWS WHAT TO DO! AT MIPCOM IMMEDIATELY SOLD TO KAZAKHSTAN, UKRAINE AND ISRAEL

CANNES (October 15, 2014) – The freshest Russian children's animated series by Bazelevs, Riki group and Animation Studio Moskva – *Alisa Knows What To Do!* (2 season each 12 episodes 26') – has been inked for Kazakhstan, Ukraine and Israel to be aired on free TV in 2015. The series will prepare the market to full feature film with the same name (*Alice Knows What to Do!*) created with the financial support of Russian Cinema Fund and theatrically to be released in 2016. The sales agent – Bazelevs Distribution – have just started the series' international sales and film presales at MIPJUNIOR and MIPCOM. The launch of the project and its success was a result of international promo campaign organized by RUSSIAN ANIMATION initiative of the Russian Cinema Fund with the support of the Ministry of culture of the Russian Federation.

In March of this year, series of *Alisa Knows What To Do!* won a special award of the XIX Open Russian animation festival in Suzdal as the animated series with the highest international potential. This nomination was introduced in partnership with MIPJunior to mark fresh and promising projects coming from Russia and CIS. The winner received advertising support and free participation in MIPJUNIOR which together with promotional activity of RUSSIAN CINEMA brought additional synergy helping to increase awareness and interest to the project.

The series has got more than 100 views in the MIPJunior digital library. The list of the interested buyers includes Canal +, TF1 (France), SVT (Sweden), RAI (Italy), Radio Canada (Canada), KiKA (Germany), Czech Television (the Czech Republic), MTV OY (Finland), Disney Japan/UK/Deutschland, IRIB Media (Iran), Al Jazeera Children Channel (Qatar), NRK (Norway).

The project *Alisa Knows What To Do!* includes series, full-length animation feature, production of which has been launched this autumn, mobile and game app and merchandise. The film presales will start at AFM in following November and film creators anticipate the buyer interest so that theatrical release in the USA, Canada, France and Australia be organized day-and-date with Russia in 2016.

About *Alisa Knows What To Do!*

The series tell a story of fantastical adventures of Alisa and her four friends – 12-year-old schoolchildren, place in nearest future of 2093. The series are filmed in 3D graphics. The first season is completed. Currently the second season is being created. Each season consists of 12 episodes. The series are made in co-production with Bazelevs, RIKI Group and Animation Studio Moskva with the support of the Ministry of Culture of the Russian Federation. The creative head of the project is famous Russian-American director of animation cinema Igor Kovalev. Producers of the series: Timur Bekmambetov, Ilya Popov and Elena Malenkina. Production of the full-length animation feature has started this autumn and is provided with the support of Cinema Fund on the terms of partially refundable financing. The release is scheduled for spring 2016. Producer: Timur Bekmambetov, directors: Olga Baulina and Viktor Gluhushin.

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Russian Cinema Fund



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About Russian Cinema Fund – In 1994, in preparation for the celebration of the 100th anniversary of the world and Russian cinema Russian Federation Committee for Cinematography initiated the creation of the Federal Fund for Social and Economic Support of national cinematography. www.fond-kino.ru
