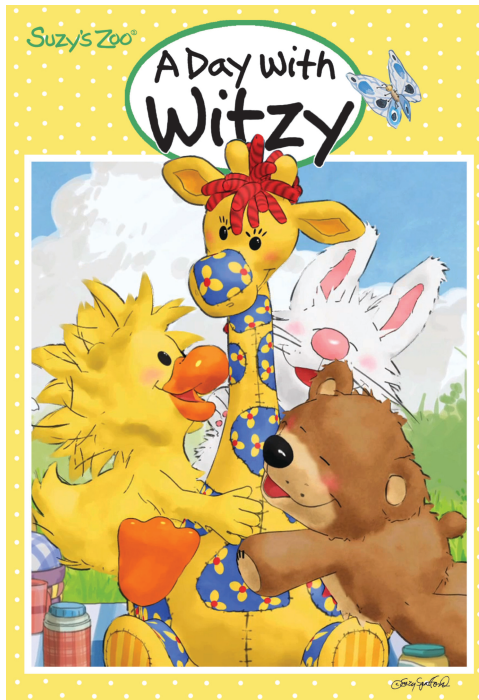




## Lawless Entertainment Concludes Deal with BabyFirst on Behalf of Suzy's Zoo

### **FOR IMMEDIATE RELEASE**

Contact: Sondra Contino, Lawless Entertainment, (949) 419-6156, [sondra@lawlessent.com](mailto:sondra@lawlessent.com)



**San Diego, CA, February 5, 2015** – Lawless Entertainment is thrilled to announce the conclusion of a deal with BabyFirst on behalf of Suzy's Zoo.

BabyFirst will broadcast 25 of the two-minute animated episodes, *Suzy's Zoo--A Day with Witzy*, in English and Spanish on a variety of distribution platforms including the BabyFirst TV network, OTT, VOD, IPTV and video mobile apps worldwide.

*Suzy's Zoo-- A Day with Witzy* follows Witzy, a live, fluffy duckling who spends blissful days in the sunshine amidst the butterflies in the back yard and laundry endlessly drying on the clothesline accompanied by his teddy bear Boof, musical bunny rabbit Lulla, the calico giraffe Patches, and the chenille elephant, Ellie Funt. One day, a grasshopper jumps on the bear's nose causing him to sneeze for the first time, and after that, one by one, each stuffed animal comes alive. Each two-

minute episode is beautifully and faithfully illustrated from the watercolor-like illustrations and stories of *Suzy's Zoo*.

"At last, families in will be able to see Witzy come to life on screen as he has been in my imagination all these years!" says **Suzy's Zoo creator, Suzy Spafford**.

"Young children really love animals, and Suzy's Zoo will be a terrific enhancement to the BabyFirst lineup! We're pleased to provide our viewers with this whimsical and nature-focused series," says **Arik Kerman, EVP Programming and Digital of BabyFirst**.

"We are beyond excited to see the adorable characters of Suzy's Zoo appearing on these various platforms," says **Cathy Malatesta, President of Lawless Entertainment**. "The world will now fall in love with these sweet characters again!"

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### **Notes to Editors:**

#### **About Lawless Entertainment**

Lawless Entertainment is a Los Angeles-based company that creates, co-produces, distributes and markets both animated and live-action programming throughout the world for both film

and television that is headed up by President Cathy Malatesta. Lawless works with content providers and has relationships with top film, television, home video, online and mobile distribution entities throughout the world.

For more information contact Sondra Contino at (949) 419-6156 or visit [www.lawlessent.com](http://www.lawlessent.com).

### **About Suzy's Zoo**

Suzy's Zoo was established in 1968 by award-winning San Diego artist, Suzy Spafford. Deriving from Suzy's own childhood memories, it evokes the spirit of a time when kids were free to explore their surroundings and have adventures of their own making. The stories begin when Suzy Ducken and her next-door neighbor Jack Quacker decide to build a tree fort in the big old tree between their houses. Their nearby neighbor Corky Turtle is the ballast of the group with his scientific and practical ways of making things work. Suzy's best-friend, the girly and opinionated Emily Marmot, is the comedy relief, with the redeeming quality of ALWAYS bringing the refreshments for their adventures. Jack, the leader of the group, has a burning desire to be able to fly all over Duckport and the entire Beak Isles. Ever-impatient, he is always trying out a device to get him airborne. Suzy is the straight-man in the group, with her even temperament and diplomatic ways. But she has her moments of frustration, too—especially about Jack. Tagging along is the pesky but lovable Ollie Marmot, Emily's twin. Ollie competes with Jack for speed and bravado. Their adventures are about invention, involvement, cooperation, sharing, and exploration—and involve junkyards, tools, dirt, attics filled with old stuff, school, family, chores, the other interesting characters in the town of Duckport, and a sense of belonging to a widely mixed community of animal folk.

Meanwhile, just beyond the fence from all the hubbub surrounding Jack Quacker, lives the little duckling Witzzy and his stuffed animal friends Boof, Patches, Lulla and Ellie Funt. Witzzy and 'friends' play blissfully and safely in the big back yard, watched over by Witzzy's momma as she pins clean laundry on the clothes line. Witzzy is Jack Quacker's young cousin. One day Witzzy will push open the garden gate and venture out among the older kids in the neighborhood...but not yet. He's still a toddler.

And there is a third character set--Wags and Whiskers, all about dogs and cats, and centers around a shaggy sheepdog Kirby Harrington and his nemesis Natasha, the way-too-cool black and white kitty. Each character set features well-drawn illustrations of personable (mostly!) characters to create a familiar-seeming and friendly universe.

There are many superb licensing partners that sell Suzy's Zoo images on such products as infant clothing, greeting cards, bedding, books, tableware and games. These products can be found in the mass market as well as in specialty stores.

For more info visit [www.suzyszoo.com](http://www.suzyszoo.com) or [www.witzzyandfriends.com](http://www.witzzyandfriends.com).

### **About Baby First TV**

BabyFirst is the leading baby-focused TV channel and digital content company dedicated to delivering quality educational content to young children and their parents. Working closely with an extensive network of renowned authorities in early childhood education and psychology, BabyFirst is a trusted, age-appropriate TV network, website and mobile app creator. The BabyFirst channel is currently available to more than 81 million households in 33

countries. In the U.S., the BabyFirst channel is available in more than 50 million homes via basic packages on DIRECTV, Dish Network, Comcast, Time Warner Cable and AT&T U-verse. For more information: [www.babyfirsttv.com](http://www.babyfirsttv.com).