



Big & SMALL



Hello there and welcome to the May 2010 edition of the Big and Small newsletter. As ever, there's lots going in the world of our furry friends, so let's sit ourselves down, grab a cow-in-a-can and pour ourselves a jam and pickle smoothie whilst we digest a fresh batch of news...

Big and Small's Short Stay at Longleat

Next month, Big and Small are making a very special appearance at the world famous Longleat Animal Park. On the 4th, 5th and 6th June, Big and Small will be greeting guests and taking part in special 'Big and Small Storytimes' in the Longleat Marquee. This is a great opportunity to meet two of CBeebies' biggest (and smallest) stars, so come down to Longleat for the day and celebrate Big and Small with us. There will also be a Big and Small shop on the site, selling a wide range of licensee product. If you are interested in selling your product at the event, please contact Vanessa Fowler at *Heroes for Kids* on 01242 285999.

Braben at the Core of Big and Small PR

Very good news this month as Big and Small have signed up with a brand new PR company, Braben. Braben specialise in building audiences and revenue for media and sport, and will liaise with licensees and the press in order to maximise the potential market for Big and Small. Matt Bourn, MD of Braben, said 'Our team is very excited to be a part of this world, representing *Big and Small*, *Brand Licensing Europe 2010* and others, as the Licensing sector continues to develop at pace'. Anne Brogan, executive producer of Big and Small, stated 'We are incredibly proud of the success of *Big and Small* to date and excited about the future opportunities for the programme, brand and our commercial partners. We require a PR partner that understands these opportunities and can provide specialist support to help achieve our goals. Braben's expertise in this area, with its blend of media heritage and licensing know-how, is the optimum fit to support our drive of *Big and Small* to the next level'.

Heroes for Kids

As mentioned above, Kindle have brought on *Heroes for Kids* to run the Big and Small shop at Longleat, but also to launch and host a Big and Small online shop. All the licensed product will be available through this 'one-stop' shop. Again, for more information, do get in touch with Vanessa Fowler.

Big and Small 'App'preciated by Audience

The Big and Small iPhone app has performed well in it's first two months of life. It has now passed 5000 downloads and reached a high of #28 in the overall apps chart for Great Britain. It has recently been updated to include more animations, menu transitions, soundboards and four additional songs. If you already have the app you can download the update for free. And if you don't already have it, go and get it!

That's all for this month, I'm off to Downing Street with Big and Small, who are going to teach the Con-Lib Coalition how to get along even when you hold contrasting views. Next month I'll be reporting back with a Longleat special, with loads of photos and stories of a great day. Till then...

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