



Edgar and Ellen playing pranks on Nicktoons, Nick, and the ABC
April 7, 2006

The show: *Edgar and Ellen*

The producers: Star Farm Productions

The distributor: Star Farm

Concept: 26x30min series, 6x30min specials

Airing: Autumn (specials), April 1, 2007 (series) on Nicktoons (US). Autumn (specials), spring (series) on Nickelodeon (UK). Autumn (specials), spring (series) on the ABC (Australia)

Edgar and Ellen are two prank-playing twins that hitherto have been best known in book form and via their interactive website. Star Farm, the company that has developed the property, is now taking the twins' on-screen activities a stage further with a number of flash-animated specials and full series bowing in the US, UK and Australia.

Despite being 12-years-old (Ellen is two minutes older), *Edgar and Ellen* were effectively born in 2002 when Star Farm came into being. The mischief-making pair have already appeared on Nicktoons as host of the annual Halloween Scare-A-Thon and in 12x2min shorts that have been airing daily since October.

Now they'll be making a full appearance on the network after it picked up a series of specials that will mark back to school, Halloween, winter holidays and Valentines Day. Nick UK has also picked up the specials and a series, to air this fall and spring 2007 respectively, as has the ABC in Australia.

The characters are based upon a series of books created by Charles Ogden and illustrated by Rick Carton, who is also working on the animated shows. The idea is to do more than simply translate the stories from the books and make the most of each medium, whether that's online, on-screen or in book form. "It was always part of the plan to transfer them to TV. They're iconic pranksters and that lends itself to TV," Carton says. "We've created a giant world and can pick parts from that, we can pick and choose what we want for each medium."

The idea of interactivity will extend to the upcoming shows themselves, explains Barbara Ferro, co-founder of Star Farm and chief production officer. "There's already an awareness of *Edgar and Ellen* and a large online community, 10% [of the scripts] will be kid influenced," she says. "We're working with kids online and can shape the stories [around their input]."

The six half-hour specials are now in production and the full 26-part series is in the latter stages of pre-production. The series episodes will be split into three segments of 11min, 7mins and 2x2min respectively, delving into the some detail of the main characters in the longer section and introducing some peripheral characters, while the 2min sections will essentially be "fun-packed romps," often with a musical element.

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