



Maya the Bee

Popular bee character comes to Schleich: Schleich Group and Studio 100 Media announce new partnership

Maya the Bee is returning to Schleich. In January 2017, the Schleich Group will release the first six characters from the popular TV series about the little bee Maya and her best friend Willi. This new collaboration with Studio 100 Media will also include a range of figurines to accompany the new Maya the Bee movie in 2018. Further products are in the pipeline.

Schwäbisch Gmünd, 4 November 2015. For almost 40 years now, Maya the Bee has been buzzing around TV screens across the world in the eponymously named television series, enchanting generations of children and adults alike with her sweet yet sassy manner. In January 2017, she and several of the show's best-known characters will be making reappearance on Schleich shelves in toy stores. The true-to-life characters are made with loving attention to detail, making them the perfect playthings, collector's items or gifts. Additional figurines are also planned for seasonal events like Christmas. The highpoint of the partnership with Studio 100 Media, initially to last three years, will be special products launched to mark the release of the new Maya the Bee feature film in 2017/18. The contract is valid from January 2016 in Europe and Asia, and the new figurines will be on sale from January 2017.

Victoria Sutch, Vice President of Marketing at Schleich GmbH, had this to say: "We are delighted to have such a powerful pre-school franchise back in the Schleich product range. This allows us to offer girls and boys of kindergarten age a range of products that they are really interested in. They know the series and understand it, and they are keen to follow all Maya's adventures. Schleich and Maya the Bee are both traditional brands that stand for consistent high quality, so they fit together perfectly." Studio 100 Media's CEO Patrick Elmendorff is also pleased: "In Schleich, we have a renowned and globally prominent toy partner on board for our Maya the Bee project – not just for German-speaking regions, but across the world. We are very happy about that. We are really looking forward to seeing our popular little bee as a figurine toy, and we are sure that children and collectors will be similarly excited."

High-resolution images available on request or at the following download link:

Maya the Bee

Maya is a little bee with a big personality! Born into a well-ordered society of worker bees, Maya dreams of an exciting life of freedom, fun and adventure. For Maya, the world is simply far too interesting to stay inside the hive. Maya the Bee is based on a German children's novel from 1912. For more than 100 years, Maya the Bee stands for traditional values like friendship, freedom and respect of nature – as well as curiosity, confidence and enthusiasm. In 1976 Maya buzzed for the first time on German TV screens in the well-known animated series. Today the cheeky honeybee has fans all over the world. Not only the classical series captured the screens around the globe, the newly produced CGI series and the movie "Maya The Bee 1 – First Flight" have been sold to more than 160 countries.

About Studio 100 Media

Studio 100 Media is a 100 percent subsidiary of Belgian firm Studio 100 Group. Based in Munich, Germany, the company is an international production and distribution company for high-quality and non-violent children's entertainment. It develops and acquires new formats and is also responsible for the global marketing of its own rights portfolio as well as of third party programming. Studio 100 produces animation feature films for worldwide distribution. In 2012 the company extended its business with its own sales agency of motion pictures Studio 100 Film, a subsidiary of Studio 100 Media. The first project was the 3-D German/Australian co-production "Maya The Bee 1 – First Flight". Further brands under the Studio 100 Media umbrella include 'Heidi' and 'Vic The Viking'. In addition to the licensing business Studio 100 Media is responsible for all marketing activities and for the development of home entertainment products in GAS.

About Schleich

Founded 80 years ago by Friedrich Schleich in Schwäbisch Gmünd, Schleich is one of Germany's largest toy manufacturers and a leading international provider of original game concepts. The famous Schleich figurines are sold in over 50 countries and are loved by children around the world. A global player with South German roots, the company is currently majority-owned by European investment firm Ardian. The other shareholders are managers Dirk Engehausen and Erich Schefold. The design of the Schleich play worlds, the manufacturing of the production tools, and all quality and safety checks are carried out in Germany. Production itself takes place at the company's site in Schwäbisch Gmünd and in other production plants abroad.

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