



CAKE ANNOUNCES GLOBAL DEAL FOR FRESH TV'S NEW SERIES BASED ON WEB PHENOMENON LUCAS THE SPIDER

10 February 2020 – Leading kids' entertainment specialist **CAKE** has secured a global deal on behalf of **Fresh TV** with **Cartoon Network** and **Boomerang** for the new long form CGI animated series *Lucas the Spider*.

Based on the worldwide viral YouTube hit, the series is owned and produced by award-winning Canadian producer **Fresh TV** (who acquired the IP in 2018) in association with Toronto's **WexWorks Media** with **CAKE** handling international distribution.

Lucas the Spider follows the adventures of an adorable little spider named Lucas as he and his friends try to navigate the big and curious human world around them. Retaining the authenticity and running alongside **Fresh TV's** ongoing production of original YouTube shorts, the new *Lucas the Spider* series will focus on Lucas and his innocent and endearing perspective of the world, while introducing longer narratives, new characters and an expanded universe. 78 episodes of 7 minutes are planned.

Lucas the Spider was originally created by accomplished animator **Joshua Slice** as a series of animated shorts (voiced by his nephew), which premiered on YouTube in November 2017. Today, Lucas has amassed over 300 million views, over 3.3 million subscribers and has launched a successful line of toys and licensed goods.

Ed Galton, CCO & Managing Director, CAKE said, "A partnership with **Cartoon Network** is a significant step for Lucas. Strategically, they are the right partner for this project and together, we are looking forward to extending the brand and building Lucas into a global phenomenon. This latest collaboration is testament to the strength and success of the continuing relationship between **CAKE, Fresh TV** and **Cartoon Network**, which has spanned over 12 years."

"**CAKE** and **Fresh TV** are some of the best partners we've worked with and collaborating on a beloved and viral short to series globally on **Cartoon Network** and **Boomerang** is a really exciting partnership to be a part of," said **Adina Pitt, Vice President, Content Acquisitions & Co-Productions** at **Cartoon Network**.



“We are so excited to take the magic of *Lucas the Spider* to the next level,” says **Tom McGillis President & Exec Producer, Fresh TV**. “Together, we will deepen the already special relationship Lucas has with his millions of fans around the world.”

-ENDS-



Notes to Editors:

About CAKE:

CAKE is one of the world's leading independent entertainment companies specialising in the production, distribution, development, financing and brand development of kids' and family properties. **CAKE** works with renowned producers of animation and live-action content, including **Rovio Entertainment Ltd**, **Fresh TV**, **Channel X** and **Animation Collective** on the worldwide roll out of their brands. In addition, **CAKE** partners with production companies such as **Triggerfish Animation (Mama K Team 4 for Netflix)**, **Anima Estudios (Space Chickens in Space for Disney EMEA)**, **Paper Owl**, (**Pablo for CBeebies**), **TeamTO**, (**Angelo Rules**, **Mighty Mike**) **La Cabane** and **Thuristar (Mush-Mush and the Mushables)** and **Kickstart Productions** co-producing exciting new entertainment properties and turning them into aspiring brands.

An award-winning company, **CAKE** was most recently voted No 2 Distributor in Kidscreen's 2019 Hot50. **CAKE** is based in London and is headed up by Ed Galton and Tom van Waveren.

www.cakeentertainment.com

About Fresh TV Inc.

Fresh TV is a world leader in creating and producing live action and animated television that powerfully connects to the interests and influences of tween and teen audiences around the world. Founded by Emmy-winning producers Tom McGillis, Jennifer Pertsch, George Elliott and Brian Irving, Fresh TV's award winning productions include the Total Drama Franchise, and the live-action series, Backstage and My Babysitter's A Vampire.

Fresh TV set new audience delivery records when the Total Drama Island finale was the #1 telecast in Cartoon Network's history. The company's live-action series My Babysitter's a Vampire, based on their successful TV movie, ranked as the No. 1 U.S. cable show amongst kids 2-11 on Disney Channel.

About WexWorks Media

WexWorks Media is a media company focused on the creation, development, production and strategic implementation of innovative media content. The company is led by Matt Wexler, CEO & Executive Producer. Currently WexWorks is in production on D.N. Ace, an animated series Matt Created and is Showrunning for Nelvana and Teletoon in association with Dentsu and OLM (Japan), and in 2018 served as Executive Producer on Holly Hobbie which launched as Hulu's first original family series, with Season 2 premiering in 2019. Prior to launching WexWorks, he was co-head of Spin Master Entertainment where he was a key creative and production architect for global franchise hits PAW Patrol (Nickelodeon) and Bakugan Battle Brawlers (Teletoon, Cartoon Network). WexWorks currently has projects across all genres with partners around the world, including ITV Entertainment, BBC Studios and Rogers Media.

CAKE

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About Cartoon Network

Cartoon Network is a division of WarnerMedia and the #1 global animated series network, offering the best in original content for kids and families with such hits as *Ben 10*, *Craig of the Creek*, *Steven Universe*, *The Amazing World of Gumball*, *The Powerpuff Girls*, and *We Bare Bears*. Seen in 187 countries, over 450 million homes and in 33 languages, Cartoon Network inspires the next generation of creators and innovators by engaging its audience at the intersection of creativity and technology. Its award-winning pro-social initiatives, *Stop Bullying: Speak Up* and CN Buddy Network are acknowledged and often used resources for kids and adults looking for tools that can assist in dealing with the ongoing issue of bullying.

WarnerMedia is a leading media and entertainment company that creates and distributes premium and popular content from a diverse array of talented storytellers and journalists to global audiences through its consumer brands including: HBO, HBO Now, HBO Max, Warner Bros., TNT, TBS, truTV, CNN, DC, New Line, Cartoon Network, Adult Swim, Turner Classic Movies and others. Warner Media is part of AT&T Inc. (NYSE:T).

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