



Press Release

Amsterdam, February 15, 2023

Allie the Ellie hits the stores!

The preschool brand Allie the Ellie (Ellie de Olifant) hits the stores in the Netherlands with the first part of a new *What does Allie see* – series, produced and distributed by Master Publisher Kluitman.

The fun popular elephant character, known from the series Allie the Ellie (Ellie de Olifant) daily shown on TV in the Netherlands, has just recently closed a **new license deal** with Bekking & Blitz for greeting cards, postcards, birthday calendars, cahiers and placemats.

Art Wise, the production company that creates the character Allie the Ellie, is currently producing a **new TV series format** including original music which will be offered in April 2023 at MIPTV.

#Allietheellie #bookseries #character #broadcast #entertainment
#streamingandtv #L&M #elliedeolifant #animatedseries #preschool
#babyandtoddler

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