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April 2024
Bologna, Italy



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ACAMAR FILMS IN PARTNERSHIP WITH DIERGAARDE BLIIDORP

27 Mar - 2024

Tags from the story: Acamar Films, Bing.

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Bing and Flop, from the series *Bing* are heading to Rotterdam to meet Dutch Bing fans as part of the first-ever international zoo activation for the hit property from independent creative studio Acamar Films.



Between 3rd April until 12th May 2024, families can follow a bespoke activity trail around the Zoo featuring

characters from the hit series, *Bing*, designed to encourage young children to enjoy the outdoors and learn about many of the wonderful animals **Diergaarde Blijdorp (Rotterdam Zoo)** is home to.

On special days during the event programme, Bingsters will also be able to **meet Bing and Flop** with costume character meet and greet appearances and enjoy scheduled storytime sessions delivered by **Acamar Films'** long-standing partner **Veldkamp Producties**. Bing merchandise will also be available in the onsite gift shop during the activation.

“Working closely with zoos to



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experiences and aim to educate new generations about wildlife conservation, Diergaarde Blijdorp (Rotterdam Zoo) is the perfect place to bring this activation to.”



“To be able to bring Bing and Flop to our

Zoo for the first partnership of this kind is very exciting. Bing is extremely popular in the Netherlands so we know that our visitors will love exploring with Bing to learn more about our mission to bring nature back to life,” said **Carolien Ottjes, Manager Marketing & Partnerships**

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from Diergaarde Blijdorp.

Acamar Films has partnered with several UK Zoo and conservation organisations to date including London Zoo, Chester Zoo and most recently Paignton and Newquay Zoos, as well as the first nationwide activation with WWT, the charity for wetlands and wildlife which is set to begin on 23rd March 2024. In the Netherlands, the highly successful Bing's Birthday (Bing is jarig) theatre show is currently in its third season.

A brand-new production will **tour theatres** in the Netherlands and Belgium from September 2024. **Bing** is available to watch on NPO Zappelin, DreamWorks, Videoland, the all-in-one app, Bing: Kijk, Speel, Leer, YouTube and Amazon Prime Video. Bing episodes are also available to stream on VRT Max in Belgium. The licensing programme for Bing in the Benelux is managed by License Connection.

