PRESS RELEASE

**ABSOLUTELY THE ONLY CHARLIE AND LOLA GAME TO DOWNLOAD**

*Multi-Bafta Award-Winning CBeebies show hits mobile and tablet devices today*

**London, 5th April 2015** – BBC Worldwide and mobile games developer, Scary Beasties are proud to launch their second title together, the official CBeebies game of hit TV show Charlie and Lola. Available to download from the App Store, Google Play and Amazon, Charlie and Lola: My Little Town allows children to immerse themselves in a series of creative activities to build their very own Little Town.

This Charlie and Lola app consists of six creative activities with a focus on free form and imaginative gameplay. Children aged from 18 months to 6 years are encouraged to construct buildings, dress up their favourite characters, create animals and compose music - then watch it all come to life on a special interactive Playmat of their own design. Throughout the game kids can collect special rewards and use them in their final designs, so the more they play the more bonus items and characters they’ll collect. For peace of mind, there is also a gated grown-ups area that ensures a child-friendly gaming experience.

Peter Hickman, BBC Worldwide Digital Entertainment Children’s Producer said “Following on from the success of BBC Worldwide’s - Sarah & Duck: A Day at the Park app, the team worked very closely with Scary Beasties and Tiger Aspect to create the ultimate Charlie and Lola experience. This activity app featuring six amazing games, explores and encourages creativity with drawing, building and music. I’m proud to say that Charlie and Lola: My Little Town is another significant milestone in BBC Worldwide’s strategy to bring trusted, high quality, children’s apps to iOS, Android and Amazon devices.”

Charlie and Lola is best known as a pre-school animated TV series based on the books by Lauren Child. This fun filled and imaginative animated series focuses on the relationship between brother and sister, Charlie and Lola - telling the story of how they handle the little issues that they, as young children, encounter every day. First appearing in Lauren Child’s books in 2000 and making their TV debut in 2005, the fictional brother and sister have 80 TV episodes shown in over 50 territories and 4.7 million book sales to their name.

**Charlie and Lola: My Little Town** costs £2.99/€4.49/$4.99 and is available today on the App Store – <https://itunes.apple.com/app/charlie-lola-my-little-town/id976052433?ls=1%26mt=8>, Google Play - <https://play.google.com/store/apps/details?id=com.bbc.charlieandlolamylittletown> and Amazon - <http://www.amazon.co.uk/gp/product/B00UVKBMMY>

**Website:** [www.charlieandlolaapp.com](http://www.charlieandlolaapp.com)

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**About BBC Worldwide.** BBC Worldwide is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC).  Its vision is to build the BBC’s brands, audiences, commercial returns and reputation across the world.  This is achieved through investing in, commercialising and showcasing content from the BBC around the world, in a way that is consistent with BBC standards and values.  The business also champions British creativity globally.

In 2013/14, BBC Worldwide generated headline profits of £157.4m and headline sales of £1,042.3m and returned £173.8m to the BBC. For more detailed performance information please see our Annual Review website: <http://www.bbcworldwide.com/annualreview>

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**About Tiger Aspect Productions**. Tiger Aspect Productions, an Endemol Shine Company, is internationally recognised as one of the UK’s most successful and prolific independent television producers. The company portfolio includes Children’s/Animation, Comedy, Drama, Entertainment and Factual/Features genres.

Tiger Aspect creates a wide range of critically acclaimed and award-winning programming for all the UK’s major terrestrial and non-terrestrial broadcasters.  In addition the creative output now enjoys high profile internationally through commissions for major foreign networks.  Our programmes are shown by a host of broadcasters in hundreds of territories.

Our licensed Children’s portfolio includes the Bafta award winning Charlie and Lola, The Mr Bean Animated Series and Tinga Tinga Tales.

**About Scary Beasties.** Scary Beasties is a mobile and online games designer and developer specialising in kids’ content. From a game’s initial concept, through to its design, build and launch, their team of creatives and developers has been producing market-leading digital solutions since 2007.

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