



## **"Raggs" TV Series Uses A Multiple Segment Approach to Teach and Entertain!**

In the "Raggs" public television series, the five canine characters use their vivid imaginations, music and skills to explore preschool curriculum and social themes via creative live action and animated segments. The five stars are: Raggs®, Trilby®, Pido®, B. Max® and Razzles®. Their pet cat, Dumpster™, has also emerged as a key character.

The costumed dogs are brought to life with sophisticated animatronic, computerized heads that are operated by a separate "pup," or puppeteer, and are central to the storyline and concert segments. Short musical animations and real life videos with children reinforce the story from another perspective. Dumpster, an actual puppet, adds his magical touch as a talk show host with real children discussing the theme of each episode. A wag and wiggle break midway in each show encourages kids to "get up and wag your tails with the dogs!"

When Network Seven in Sydney, Australia stepped up with an order for 65 shows for 2006, a global production team of over 150 industry veterans went into action. Large studio sets were built outside Sydney, AU, beautiful 3-D animations were created in Singapore, and Raggs' vast body of music and all sound was written, recorded and layered over each episode at Concentrix Music and Sound Design in Charlotte, NC. "Raggs" is unique in that it was specifically designed to be localized (customized) for each country by dubbing and reproducing the Dumpster and music video segments in each country. For instance, this year "Raggs" will be dubbed in Hebrew for IETV in Israel. A separate North Carolina-based production team produced the U.S. Dumpster segments and music videos with U.S. kids for the U.S. market.

Driven by overseas demand, "Raggs" is now one of the largest productions of a children's television series in the world. Since 2005, Raggs LLC and its producing partner, Southern Star International, have been in almost constant production and have created an amazing 195 finished episodes and over 200 original songs. Episode themes include concepts such as opposites, time and love; tangible subjects such as jobs, farms and space; and special occasions such birthdays, Halloween and holidays. The signature music is stylized rock 'n' roll with titles such as "What's the Dealio," "Invention," and "Jungle Zoo."

Dr. Shalom Fisch, a leading advisor to PBS and author of two books on "Sesame Street," is "Raggs" educational team leader and advises both on show content and outreach materials for parents, teachers and caregivers. KQED in San Francisco is "Raggs" presenting station to the PBS system and oversees the distribution of the series in the U.S.

For more information, please contact:  
Nina Stern, [nstern@nsternpr.com](mailto:nstern@nsternpr.com)  
Ann Schwarz, [aschwarz@nsternpr.com](mailto:aschwarz@nsternpr.com)  
Nina Stern Public Relations  
818.990.9242