



The Magical Toothfairies



We all know the story about Toothfairies.

Now their legends have come alive as animated TV-series, DVD, books and on the Internet (YouTube etc.) and reach an audience of already nearly 800 Million !

Toothfairies come at night to collect the baby teeth of the children and in return they leave a present behind. For many centuries, mystical legends, stories, and traditions have been shared about the loss of baby teeth and now "The Magical Toothfairies" bring it all alive.

The Vikings believed that children's teeth had magical power in them that would help them fight in battle. And indeed, the powder that the Magical Toothfairies grind from the baby teeth collected has magical power. But only if the powder is made from clean and well brushed teeth. If they are bad and not well brushed the Toothfairies place toothbrush and toothpaste under the pillow instead of a magical coin. So the entertaining adventures stories taking the Toothfairies around the globe and convey insights in different cultures and natures motivate at the same time to better oral care.

The first 26 episodes have started in August 2016 on Youtube's Chotoonz-TV and get well over 60.000 clicks each week/episode. Since September the series is also available on Fix & Foxi-TV via Cable and Satellite in Europe, the US and Latin America. In Russia it airs successfully on Karusel TV, in Eastern Europe via Chello Media and as of March 2017 the series will also be on Free-TV (Majid) in the MENA-Region reaching about 355 mio. households. In the US Genius Brands has contracted to show the series on its Kid Genius Cartoon Channel (covering some 60 mio. households and enjoying 2 mio views monthly and promoting it also Amazon Prime. On www.toothfairy.tv kids can download games and apps and follow the adventures of the four main characters around the world.

The core strength of this property is its generic popularity with an unusual wide and unisex target group of kids between approx. 5 and 10 years. Moreover it offers also a large variety of promotional and sponsoring possibilities. For instance for oral care products, dental insurances, institutions and companies related to health care and mouth hygiene, even for financial institutions to sponsor the "magic coin" that kids can trade for a first saving account."

Toothfairy Day is celebrated in the USA and many other countries around the world each year on August 22; in the U.K. on February 28th.

Licensing Agents Europe and Russia:

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