

Firm draws on its experience to take up animation project

A WELSH animation company in Caernarfon has just announced a £1.5m deal as part of a pan-European joint venture.

Griffiths, based at Penrallt Isaf, will take part in three projects, which involve producing a series of eight animated films for children aged between five and eight who will then be broadcast across Europe in a minimum of seven languages including Welsh.

The projects will focus on climate change and tackling rising childhood obesity levels, which is the most common health problem facing children today.

The animated films will encourage children to make small changes in their lives and lifestyles to ensure a better, greener and fitter future.

The projects will be developed over the next 24 months as part of a pan-European partnership between leading environmental and climate experts including the WWF, the Centre for the Prevention and Treatment of Childhood Obesity and the Department of Food Science (UNINA) in Italy and more than 500 children from five EU countries.

Griffiths also hopes to attract interest and sponsorship from Welsh and UK companies who work in the areas of energy, food and transport, by offering companies the potentially lucrative opportunity to raise their profile across Europe.

The animated series will be screened in

By **DANIEL BISSETT**

homes, schools and museums and seen by millions of children and adults.

It will also be accompanied by a teaching pack that will be available online.

Head of development Alaw Griffith said: "This is an amazing project to be involved with as we're working alongside some of Europe's top environmental and obesity experts. It also holds a fantastic opportunity for other Welsh and UK companies to get on board."

"We've got a real opportunity here to develop something that could change lives and help protect the environment."

This project marks an exciting time for Griffiths, one of Wales's top animation companies, which also has a studio in Cardiff and is best-known for producing the animation for S4C's popular satirical series *Cwest* and the much-loved animated film *Celert*.

Founder and managing director Hywel Griffith said: "I'm proud to be a part of such a high-profile project. We're hoping to build upon this success by bringing more contracts and more employment opportunities to Wales."

The project follows in a long tradition of Welsh animation dating back to the days of *SuperTed* – who back in the 80s helped children cross the road safely.

■ For further details, go to www.griffiths.com

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FANTASTIC: Griffiths founder and managing director Hywel Griffiths is looking forward to producing more animated films. AP060209G/iff

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