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24 days of digital distractions

Press Release

Electric December: Purple and Brown

3 December 2005

Treat number three comes straight from the world-famous Aardman Animations studio: a special glimpse at an episode from a new animation series featuring two high-spirited blob-like creatures, Purple and Brown.

Purple and Brown's world is visited by weird and wonderful plasticine characters. Each episode they greet their new friends with infectious laughter and an innocent curiosity, which often ends in one or both of them, sustaining injury. Nothing seems to wipe the grin off their faces – not even hungry zombies, grumpy aliens or scary monsters. It seems the more they manage to damage themselves; the happier Purple and Brown appear to be!

In this **Electric December** treat, even Purple and Brown recognise Bristol's importance to the world of ballooning, but will Brown's 'personal' balloon technique catch on?

Created by Aardman's Richard Webber, the series will broadcast on International Nickelodeon channels from this autumn and will also feature on Nickelodeon UK's website www.nick.com.

Electric December is Watershed's widely acclaimed online digital advent calendar, which offers a new and totally unique digital present every day from 1 Dec – counting you down to Christmas.

Notes:

- Visit the Aardman website at www.aardman.com and Nickelodeon UK website at www.nick.com
- Find out more about **Electric December**, and download images and press releases at <http://www.electricdecember.org/05/press>
- Find out more about Connecting the UK: The Digital Strategy at www.dti.gov.uk/industries/telecoms/pdf/digital_strategy.pdf
- The Digital Challenge offers a £10m prize to develop a showcase zone for eGovernment and ICT innovation - find out more at www.egovmonitor.com/node/1716
- **Electric December** is a Watershed project supported by Learning & Skills Council West of England, The Campus Bristol, BBC West, Bristol Evening Post and Creative Bristol (an initiative of Bristol Cultural Development Partnership, Arts Council England South West, Bristol City Council and Business West).
- You can see the last six years of **Electric December** now at www.electricdecember.org
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