

CCI developing Taffy Saltwater cartoon

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Canadian indie producer CCI Entertainment and US-based brand management firm Evolution are partnering on an animated series created by *Maggie and the Ferocious Beast* creator Michael Paraskevas and Judy Paraskevas.



The co-venture agreement will see the development of *Taffy Saltwater*, an animated series to include cross-platform content and a merchandise and licensing program.

As part of the deal, Evolution will handle licensing and retail opportunities globally for *Taffy Saltwater*, while CCI Entertainment will executive produce and distribute the series.

The proposed animated series for kids four to eight portrays a vivacious girl named Taffy Saltwater and her comical collection of beach buddies.

Taffy Saltwater will debut in a hardcover picture book format in spring 2013, as part of a deal with Michael Paraskevas and Random House Children's Publishing.

The future cross-platform property will be unveiled at Licensing show next week, with an anticipated 2014 TV launch.

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