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# ALL-NEW CARE BEARS™ COMING TO BOOMERANG

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Thursday, September 6, 2018

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**Premium Streaming Service To Be the Official Domestic Home Of**

***Care Bears: Unlock the Magic™***

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Boomerang, a premium subscription streaming service, announced today they will unlock the imagination of the next generation of Care Bears fans as the official domestic home and world premiere destination for *Care Bears: Unlock the Magic™*, a brand new 2D animated series from Cloudco Entertainment. Currently in production, *Care Bears: Unlock the Magic™* initial order consists of 48 x 11' regular episodes, 2 x 22' specials and 20 x :20 shorts designed to provide a special comedic focus on individual bears.

A current take on The Care Bears™ that also plays homage to iconic brand elements like "The Care Bear Stare," *Care Bears: Unlock the Magic™* sends the Care Bears™ on the road for the first time, exploring wonderful, never-before-seen areas surrounding Care-a-lot called "The Silver Lining." And as a result, the bears will get to meet new creatures and employ their powers and wits like never before.



### Introducing Dibble!

Dibble is a cute, new character who is as eager as a puppy, curious as a kitten. After the Care Bears discover Dibble, she becomes the team's pet and newest companion. She communicates through limited words, coos and sounds. It's sometimes difficult for the team to understand what she is saying but it's always clear what she's feeling. She gets around by bouncing, hopping and her own tiny cloud!

A return to 2D animation alongside a new tv series concept and look for the Care Bears has been a top priority for Cloudco Entertainment. "We swung for the fences to give the bears the best and most compelling storytelling, animation and broadcaster home," said Cloudco Entertainment President Sean Gorman. "I am super-proud of the result and thank our own internal team as well as our production partners for their immeasurable hard work and support."

Boomerang and Cloudco will offer fans several exciting opportunities to engage and share the Care Bears magic. Beginning this month, Boomerang social channels will reveal the new look of the "lead" *Unlock the Magic* characters, offer social moments to show their fandom and shine a light on the lovable, huggable Care Bear life. Additionally, as part of the national promotional campaign, Boomerang television network will showcase select *Care Bears: Unlock the Magic* episodes for a limited time in the months following their Boomerang streaming service world premiere.

Boomerang was originally launched in the U.S. on April 1, 2000 as a television network and now is seen in over 144 million homes worldwide. Boomerang is Turner's global 24-hour, all-animation network for kids and families dedicated to showcasing both timeless cartoons from the Cartoon Network, Warner Bros., Hanna-Barbera and MGM libraries, as well as exclusive acquisitions and original productions from around the world.

In 2017, Turner and Warner Bros. partnered to launch Boomerang also as a standalone domestic premium video subscription service that would offer the massive Hanna-Barbera, Looney Tunes and MGM animation library of over 5,000 titles on a streaming platform. Boomerang will provide audiences instant and exclusive access to brand-new original series including *Dorothy and the Wizard of Oz*, *Wacky Races* and the upcoming *Scooby-Doo* and *Guess Who* alongside timeless franchises like *Scooby-Doo*, *Tom & Jerry*, *Bugs Bunny*, *The Jetsons* and *The Flintstones* among many others.

**Turner**, a WarnerMedia, company is a global entertainment, sports and news company that creates premium content and delivers exceptional experiences to fans whenever and wherever they consume content. These efforts are fueled by data-driven insights and industry-leading technology. Turner owns and operates some of the most valuable brands in the world, including Adult Swim, Bleacher Report, Boomerang, Cartoon Network, CNN, ELEAGUE, FilmStruck, Great Big Story, HLN, iStreamPlanet, Super Deluxe, TBS, Turner Classic Movies (TCM), TNT, truTV and Turner Sports.

Warner Bros. Entertainment is a global leader in all forms of entertainment and their related businesses across all current and emerging media and platforms. A WarnerMedia company, the Studio stands at the forefront of every aspect of the entertainment industry from feature film, television and home entertainment production and worldwide distribution to DVD and Blu-ray, digital production and distribution, animation, comic books, videogames, product and brand licensing, and broadcasting.

### **About CloudCo Entertainment**

Cloudco Entertainment, formerly American Greetings Entertainment, is the owner for iconic entertainment brands such as Care Bears™, Holly Hobbie™, Madballs™, Packages from Planet X™, Twisted Whiskers™, Buddy Thunderstruck™ and its newest IP, Tinpo™. Cloudco Entertainment develops multi-platform entertainment franchises across all media channels and extensive consumer merchandising programs that immerse children and adults in brands they love.

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