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# Boomerang to launch in Turkey

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Wednesday, April 13, 2016

## **Popular kids' entertainment channel becomes first to launch on the country's National Children's Day - 23rd April**

### **Boomerang now available in 60 countries, over 55 million homes across EMEA**

[London & Istanbul, Wednesday 13th April 2016]: Having won the hearts of children with Cartoon Network in Turkey, Turner is now preparing to launch its second flagship kids' channel, Boomerang across the country. What's more, Boomerang will become the first channel in Turkey's history to launch on National Children's Day (23rd April) - marking the perfect celebration for the brand, which plays host to fun and funny, timeless animation that the whole family can enjoy.

Available on D-Smart and Tivibu platforms from Friday 23rd April, Boomerang will offer viewers the latest episodes of classic, globally-loved animations such as The Tom & Jerry Show, Scooby-Doo, Looney Tunes, Inspector Gadget, Mr Bean, Garfield and more; broadcast in HD.

Patricia Hidalgo, SVP, Chief Content & Creative Officer, Kids, Turner EMEA & International Kids Strategy said: "The timing of this launch is significant as we continue to invest in new, original content for Boomerang and further develop the brand as our second flagship kids' channel across the region.

Turkey is a big priority market for Turner and we feel confident that, with its strong portfolio of classic animation and loveable characters, Boomerang will offer a fun, light-hearted entertainment experience for families to enjoy together."

This latest launch sees Boomerang's EMEA presence grow to 60 countries, 15 languages and over 55 million homes across the region.

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### **About Boomerang EMEA:**

Turner's Boomerang is a 24-hour digital cable and satellite network offering the best in classic and contemporary animated entertainment. Boomerang targets boys and girls aged 4-7 and their families, offering an exciting mix of light-hearted and fun family favourite cartoons such as Scooby-Doo, The Tom and Jerry Show, Garfield, Inspector Gadget and Looney Tunes. Boomerang has localised services throughout Europe, the Middle East and Africa where it is available in 15 languages in 60 countries and in over 55 million homes. Boomerang is a brand owned by Turner, a Time Warner company.