



**ANIMUS ENTERTAINMENT GROUP SERVES UP X-OUT JUNK FOOD, A
UNIQUE SHOW FOR KIDS WHICH ENCOURAGES HEALTHY EATING**

**Programme hosted by kids for kids, addresses the global issue of childhood obesity
in a fun, innovative format**

For MIPCOM 2004:

With childhood obesity now reaching staggering levels worldwide, Animus Entertainment Group has created an entertaining, innovative nutrition/cookery series for kids entitled ***X-Out Junk Food***, which aims to promote healthier eating habits for children.

Currently in production, ***X-Out Junk Food*** (13 x 30') targets 9 – 15 year olds and is presented exclusively by kids for kids, NO GROWN UPS ALLOWED! This allows for young viewers to identify with their hosts and apply what they learn at home in their own kitchens. Each episode sees the children creating their own recipes and demonstrating how to make healthier meals. It also includes fun elements such as measuring the 'seismic crunch-o-meter' to gauge the loudest snack, showcasing home video's or trying out meal ideas submitted by the viewing audience.

"Our goal has always been to produce content that would focus on well-being. Obesity is an epidemic that is spreading like wildfire across the western world, and we see educating younger generations on the 'true value' of food as an efficient way of tackling the problem," said Damaris Valero, CEO, Animus Entertainment Group.

Presented at MIPCOM for the first time, ***X-Out Junk Food*** is scheduled to be delivered in English and Spanish.

Attending the market with a rich slate of original programming which focuses exclusively on health and well-being, Animus will also be presenting titles such as ***21 Days, Life Coach, Strike a Pose, The Seekers, Mind Grains*** and ***Yoga+***.

Animus Entertainment Group (AEG) is a subsidiary of Animus Group, a privately held advisory group with business interests in media consulting, and production/distribution of content. Headquartered in Miami, AEG was established by CEO Damaris Valero in 2003, and also maintains offices in New York, Los Angeles and Madrid. Other key AEG executives include Harry Neuhaus, Managing Director and five-time Emmy award-winner Fred Silverman, Chief Creative Officer.

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