



Animus fights childhood fat

The vogue for shows promoting healthy eating continues with a new cookery and nutrition series aimed at kids from US producer Animus Entertainment.

Animus is currently producing X-Out Junk Food (13x30'), a show presented by kids and targeting 9-15 year olds. The series, currently without a broadcaster, will be delivered in English and Spanish and presented at Mipcom.

Each episode sees children creating their own recipes and demonstrating how to make healthier meals. It also includes fun segments where the kids try to find the loudest snack and make recipes sent in by the audience.

"Our goal has always been to produce content that would focus on well-being," said Damaris Valero, ceo of Animus Entertainment Group. "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."

Miami-based Animus is also bringing six other original shows to Mipcom such as 21 Days, Life Coach, Strike a Pose, The Seekers, Mind Grains and Yoga+.

Maria Esposito

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