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SeaWorld Adds to TV Roster

Oct 03, 2013

SeaWorld Parks & Entertainment continues to make waves on the small screen with plans to continue some of its existing series and add new live-action and animated shows.

The company is planning two new kids' shows—"The Jungle Bunch to the Rescue" and an as yet unnamed preschool property.

The latest iteration in its Jungle Bunch franchise, "The Jungle Bunch to the Rescue" features five animals who come together to save other animals all over the world. The series is produced by TAT Productions and Master Films and has been commissioned by France Televisions and Super RTL.



SeaWorld has already tapped PGS Entertainment to manage the U.S. television and merchandising rights for the brand, and has secured exclusive family amusement park merchandising rights in the U.S. for its Busch Gardens and SeaWorld parks.

"Jungle Bunch is an award-winning franchise that is phenomenally successful across all continents," says Philippe Scutter, co-founder and president, PGS Entertainment. "The brand is poised to enter the U.S. on an international high note and, thematically, it couldn't be more well-suited to SeaWorld's amazing brand mission with its fun-loving animal characters who carry a positive message of conservation."

SeaWorld has also teamed with Little Airplane Productions to develop a new television property for preschoolers that will be inspired by SeaWorld's commitment to the environment, conservation and exploration.

In the live-action arena, the theme park will debut its newest offering "The Wildlife Docs" this Saturday on ABC in the U.S. and is getting ready for a third season of "SeaWorld's Sea Rescue" this fall.

SeaWorld will attend MIPCOM next week to expand international distribution of both series.

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