



# Sooty

TM



The longest running children's television show in the world

**70<sup>th</sup>**

**Anniversary**

celebrating 70 magical years

**Brand Deck**

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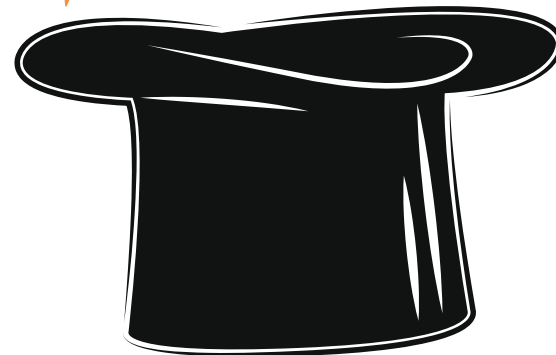
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## A Beary-tale from Blackpool

1948, an amateur magician from Yorkshire on holiday with his family in the seaside resort of Blackpool, spots a yellow bear puppet in a novelty shop. Buying it for seven shillings and six pence to bring a smile to his two son's faces, little did he know that this small bear would be bringing smiles to millions of faces for the next 70 years.

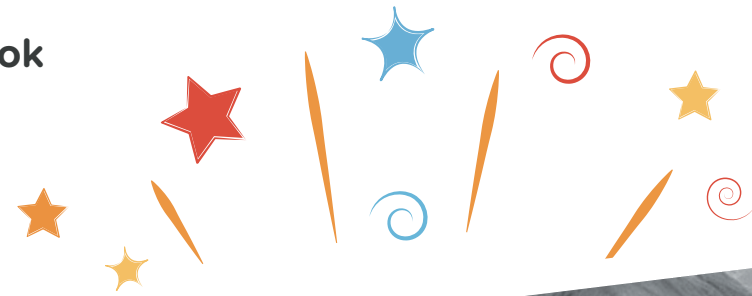
Harry Corbett named the bear Sooty after covering his nose and ears with "soot" in order for him to show up better on black and white television. After winning a BBC talent show, Sooty and Harry became a weekly fixture on the channel, combining magic tricks with slapstick routines. Later, Harry incorporated other puppet characters into his show, most notably Sweep the dog and Soo the panda, and so the notorious trio was formed.



## Following in his Father's Paw Prints

Upon Harry's retirement in 1976, his son Matthew took over as Sooty's right hand man. Matthew Corbett was already a children's TV personality in his own right as a regular performer on Rainbow, but he left his role to continue Sooty's story.

Like his father, Matthew took on a paternal role, sharing a house with Sooty and his friends and becoming the butt of many practical jokes. It was a bear-utiful friendship!



# New Bear-Ginnings

In 1998 Matthew Corbett handed over the bear-ton (last one, promise) to then co-star Richard Cadell, a lifelong enthusiast of Sooty. Sooty and Richard embarked on new adventures which saw the gang running the Sooty Heights Hotel in a new TV series, as well as live Sooty shows and brand new DVD releases.





# Happy Bear-Thday Sooty

In July of this year Sooty celebrated his 70th birthday which amassed an impressive amount of media coverage across press, radio and TV, including segments on popular magazine shows This Morning and Lorraine.

Delighting fans old and new, Sooty is the longest running children's show of our time. Un-bear-lievable! (Ok we lied).



# The Bear-Faced Facts

-  have committed to showing The Sooty Show for a further three years.
    - Brand new series starts airing in September.
  - Richard, Sooty and Sweep are to be special guests on the new **BBC** Saturday Night prime-time game show “The Time it Takes”.
  - In celebration of his **70<sup>th</sup>** birthday, Sooty is to be a focal point of Blackpool Illuminations with huge projections of the Sooty Show running continually on the iconic Blackpool Tower throughout the entire illumination period.
    - Stand alone Sooty illuminated feature.
    - The Sooty Show has attracted over 11 million views on  YouTube.
      - Brand new DVD from Abbey Home Media out in all major retailers in time for Christmas 2018.
  - Sooty is currently appearing in holiday resorts all over the country and has live show residences at Breaan Theme Park and Cadbury World.
    - Richard and Sooty will star in the Wolverhampton Grand Theatres pantomime Sleeping Beauty running December 2018 to January 2019.
- A national theatre tour commences February 2019, running until the end of May 2019 with over 40 different dates at theatres across the UK including Scotland.
- Permanent Sooty attraction to be established in Blackpool.
  - Redan Publications will continue to feature Sooty in their award-winning “Favourites” magazine.



# Izzy Wizzy Let's Get Busy

The Sooty Show moved from the BBC to ITV in 1968 and has enjoyed a long standing relationship with the channel ever since.

This year saw ITV launch a new dedicated pre-school block called littleBe, broadcasting across it's popular ITVBe channel and The Sooty Show featured as the channels flagship launch programme.

Now, for the first time, The Sooty Show is available for digital distribution.







# Series Information

**Genre:**  
Preschool

**Series 1:**  
26 x 11 minutes

**Series 2:**  
26 x 11 minutes

**Series 3:**  
6 x 11 minutes

**Launch Broadcaster:**  
ITV and ITV LittleBe

**TV Target:**  
2-4 year old boys and girls



## Series 1

1. The Wedding 11mins
2. The Swimming Lesson 11mins
3. The Great Race 11mins
4. Squeaky Clean 11mins
5. The Farm 11mins
6. Poorly Soo 11mins
7. The Souvenir Stall 11mins
8. The Alarm System 11mins
9. The Sports Day 11mins
10. Sooty of the Seven Seas 11mins
11. The Wendy House 11mins
12. The Magic Show 11mins
13. Drive in the Country 11mins
14. The Great Outdoors 11mins
15. The Children's Party 11mins
16. Down the Drain 11mins
17. Choice Chimp 11mins
18. Who's a Clever Bird 11mins
19. Beach Patrol 11mins
20. The New Poster 11mins
21. Pizza to Go 11mins
22. The Runaway Bath 11mins
23. Run Rabbit Run 11mins
24. The New Ride 11mins
25. The Marching Band 11mins
26. Pop Concert 11mins

## Series 2

1. Fitness Funatic 11mins
2. The New Building 11mins
3. The Black Hand 11mins
4. Sooty's Space Rocket 11mins
5. Five Star Fish 11mins
6. The Early Night 11mins
7. The Genie 11mins
8. Easter Time 11mins
9. Sooty Takes Off 11mins
10. The Fancy Dress Party 11mins
11. April Foolishness 11mins
12. The Inventions Game 11mins
13. Balancing Act 11mins

14. Cow Capers 11mins
15. The Rainy Day 11mins
16. The Haunted House 11mins
17. The Dance Competition 11mins
18. Fireworks 11mins
19. It's a Dog's Life 11mins
20. Record Breakers 11mins
21. Some Holiday 11mins
22. Wacky Washing 11mins
23. The Silent Movie 11mins
24. Disci Disco! 11mins
25. Pants Palaver 11mins
26. Prank and Presents 11mins

## Series 3

1. The Garden Party 11mins
2. Wash and Wax 11mins
3. Who's Got Talent 11mins
4. Wild Wild West 11mins
5. Jurassic Lark 11mins
6. Just Desserts 11mins



# Summary of Stories

## Balancing Act

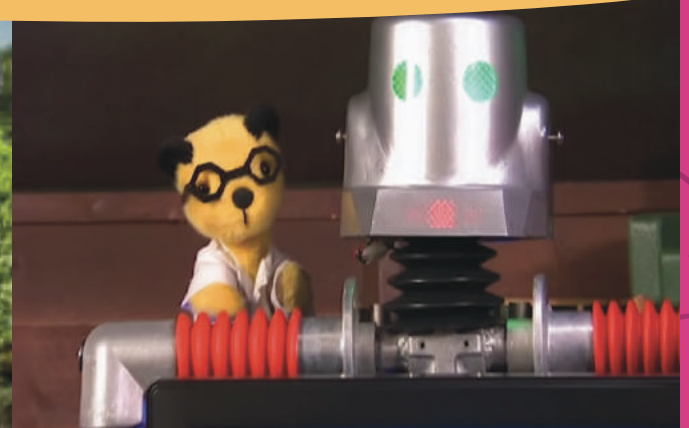
When Richard claims to be an expert gymnast, Sooty and the gang insist he shows off his skills. But a host of traps are waiting for him at the gym.

## Garden Party

Sooty, Sweep and Soo prepare Mr Slater's stately home for a lavish garden party. But with changing weather and a broken statue, can Sooty's magic save the day?

## Run Rabbit Run!

Sooty builds a robot to help Richard clean the park before the inspector comes, but there's a rabbit on the loose!



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