



### Sibó becomes a TV Star!

Lets Look Publishers decided to jazz up their marketing of the Sibó Series (books written by Ginny Stone) and employed Amaiyé Productions to get creative. The producer of Amaiyé thought that bringing little Sibó to life with a series of cartoons based on the books might just do the trick.

Now we all know, sadly, that most kids would much rather watch TV than read a book – but reckoned that this was a good “mass-produced” way of introducing Sibó to children. It was hoped that they might then be inspired to not only consider recycling their cool drink cans, start conserving water and generally think more about saving the earth, but also think about dashing off to their local bookstore to check out Sibó’s

books.

Of course, “dashing off to your local bookstore” is also funny hah hah because it’s actually not so easy to get books into bookstores unless you are a famous author – which Ginny certainly is not. It would appear that joe public has to ask (repeatedly in many cases) for the books – before they would dream of stocking them on their own. Otherwise, one has to work through distributors who demand such large discounts that you might as well hand over body parts. It gets worse... the “big” bookstores then happily send back a significant portion of the books supplied saying that they are soiled goods and nobody wants to buy them. A bit ironic when the goods actually got soiled in their very own outlets.

So... creating a “Sibó and Friends” TV show seemed like a great idea.

Based on the Sibó Series books, a 13 part, 2D animated cartoon series was created. Each episode a snappy 3 minutes short with a powerful “lets help save the earth” message embedded. The series was sponsored, and in return for their generosity the sponsors were looking forward to a “tag” at the end of each episode.

Of course, nothing is ever simple ... whilst the TV stations were more than willing to flight the series free of charge they were not willing to give the sponsor free advertising. And... in some cases, there were dodgy conversations around who Sibó belonged to from then on and for how long?

In the end – after Amaiyé Productions had done some serious haggling with eTV, along with several postponed going on-air dates – a compromise was finally reached.

“Sibó and Friends” aired for the first time on 7<sup>th</sup> February 2011 at 14h30 on eTV. There are 13 episodes therefore this series will run for 13 weeks.

If you have young children... make a note, set your recorder, put a knot in your hankie, set your alarm clock... but whatever you do – don’t let them miss it. Blink and it’s gone, it’s only 3 minutes long! (Mondays at 14h30 on eTV.)

When you’ve finished watching – dash off to your local bookstore and demand that they stock the Sibó Series – all 9 of them! Failing that – go and visit Sibó’s website – <http://www.sibo.com> where you’ll find a direct link to Lets Look Publishers and you can buy the books on-line. And... you can also download the cool “Sibó and Friends” song - written by Karen Zoid - for free!

Remember – if your children have handy tips on earth saving habits, or draw cute pictures of anything relating to the books or cartoon series – feel free to email (or post) them to Ginny and she’ll put them on the website.

**We only have one earth. Sibó wants to join hands with all the children in South Africa and help save it. She cannot do it alone.**

