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PRESS RELEASE - OCTOBER 2012

Friends and Heroes bring the Romans to Rome

The saying "When in Rome do as the Romans do" has been taken to heart by the team producing the award-winning *Friends and Heroes* animated Bible stories, as they launch an Italian language version of their entire collection of 39 episodes.

The adventures of Macky and Portia, first shown on Italian TV in 2009, are now for the first time available for Italian viewers to purchase on DVD in their native tongue.

Friends and Heroes, or *Amici ed Eroi*, as modern day Romans would say, is set during the height of the ancient Roman Empire when their army was present throughout the known world! Keen to make the programme as accurate as possible, the research team learned much about Roman life in the period, including their engineering of ships and design of dock cranes! Even Roman food has been portrayed as faithfully as possible.

It therefore seems only fitting that a programme offering such an educational insight into the life and times of the Roman Empire should be available on DVD in the language now spoken by Rome's children.

As Macky and his friends engage in countless escapades and fight for justice across the Roman world, they share the timeless stories of the Bible and learn lessons that help them as they encounter many trials and tribulations. Each episode uses a combination of traditional hand-drawn and stunning computer generated animation to bring the stories to life.

First shown on BBC TV in 2007, *Friends and Heroes* is now available in 11 language versions including: Arabic; Chinese (Mandarin); English; French; German; Hindi/Urdu; Italian; Korean; Portuguese (Brazilian); Russian and Spanish (South American), with Manx Gaelic available soon.

"The availability of so many dubbed languages means that *Friends and Heroes* is appealing to broadcasters and young viewers across the world," said David Dorricott, Executive Producer.

To see a half episode of *Friends and Heroes* in Italian and to purchase DVDs go to www.friendsandheroes.com/uk/italian

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Notes for Editors - ABOUT FRIENDS AND HEROES

Great graphics are just a click away...

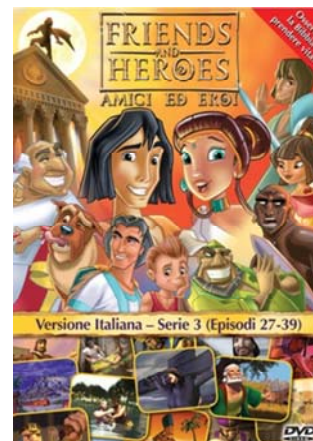
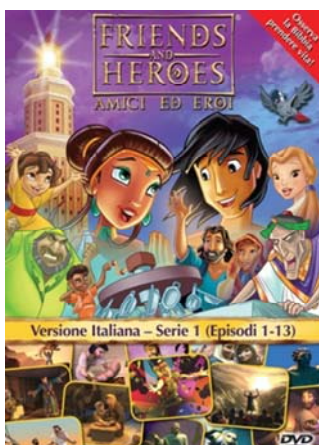
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Friends and Heroes Italian version (**Amici ed Eroi**)



The above images can be downloaded from our media website.

The Italian versions of Friends and Heroes are sold in series Packs at £75 each and are available from www.friendsandheroes.com/uk/italian.

Friends and Heroes TV Series

Friends and Heroes Series has been shown on BBC TV. Episodes feature Bible stories from both Old and New Testaments woven into the adventures of Macky and Portia, two first century 14 year-olds. As children watch their exciting escapades, they come to understand that the Bible has a great deal to offer when trying to decide what is right and what to do in today's world. Friends and Heroes comprises three series, each of 13 x 25 minute episodes: Series 1 set in Alexandria, 69AD; Series 2 in Jerusalem, 70AD and Series 3 in Rome, 71AD. Every episode includes at least two Bible stories presented in amazingly engaging computer generated animation.

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