

# At Vue cinemas this week – Masha and the Bear

**Masha and the Bear, ‘the most viewed family cartoon’ on YouTube from Guinness World Record’s Book™ (2019), will be shown in Vue Edinburgh Ocean Terminal and Vue Edinburgh Omni from Friday 20 September 2019.**

The mischievous little girl Masha and her kind and caring friend the Bear have won the hearts of millions of kids and adults across the world over the past 10 years, UK audiences in particular.

To celebrate the cartoon’s 10<sup>th</sup> anniversary, Animaccord, with the support of Generation Media and Vue Entertainment, are bringing the special family programme “Masha and the Bear on the Big Screen” to cinemas throughout the UK, including in Edinburgh.

The programme includes the latest episodes of Masha and the Bear Season 3 – *“A Ghost story”*; *“A Christmas Carol”*; *“Fishy Story”*; *“Monkey Business”*; *“God Save the Queen”*; *“All the world’s a stage”*, *“Around the world in one day”*, and *“Who am I?”*

Across each episode the character Masha and her animal pals explore and teach the audience how to be a caring friend, the value and importance of education, performance and love of theatre and most importantly to never be afraid of who they are.

Robert Smith, General Manager at Vue Edinburgh Omni, said: “We

are delighted to be celebrating the 10<sup>th</sup> anniversary of Masha and the Bear by helping to bring it to the big screen for what is sure to be an incredible family event. This is a unique opportunity to see these favourite television characters in top quality picture and sound, allowing children and adults alike to be truly immersed in the world.”

Aleksey Merkulov, CCO of Animaccord, said: “We are extremely excited about our partnership with Generation Media and the leader in innovative cinematic experience, Vue Entertainment on bringing Masha and the Bear to the big screen across the UK and Ireland. This year we globally celebrate the 10th anniversary of the cartoon, and this collaboration is the unique opportunity to maintain our core values and create the special family experience for our beloved little and adult fans by arranging the massive Masha and the Bear cinema release across 90 Vue venues in the UK and Ireland.”

Greta Bisetto Donelan, Associate Director of Partnerships and Content Distribution of Generation Media, said: “We are proud to be working with Animaccord and Vue to bring “Masha and the Bear” to the big screen. As we continue to expand our content distribution capabilities, cinema remains one of our key priorities. This is where our clients can showcase their brands and content, in a quality environment, to an engaged audience”.

To learn more about the programme sessions and to book tickets, visit [www.myvue.com](http://www.myvue.com).

