

Milly, Molly®



"We may look different  
but we feel the same."

www.millymolly.com



## Introducing Milly, Molly

It's an international publishing and media phenomenon that began with the creation of two dolls. Like other hot properties in children's entertainment such as *Bob the Builder* or *Spot*, *Milly, Molly* has sold millions of books worldwide and been turned into an animated TV series because of its unique concept or 'Big Idea'.

Big Ideas that are in tune with a changing world and the international market are rare. Often they're delightfully simple. Certainly that's the case with *Milly, Molly*, two little girls who say, "we may look different but we feel the same." Because the girls are from different ethnic backgrounds, their stories help promote diversity and the learning of life skills.

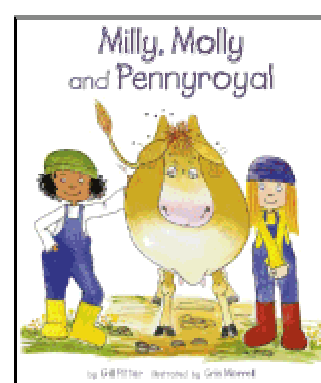
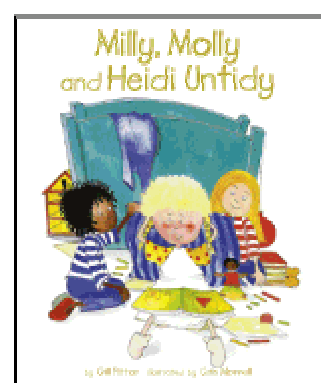
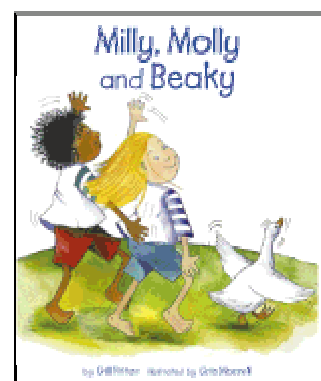
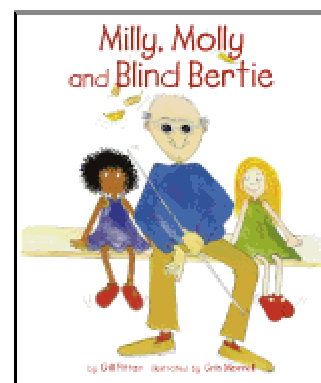
Of course one of the most visible trends in the world today is multiculturalism. Most major cities now contain visible minorities who make up a major part of the community. This is more prevalent amongst school age children. *Milly, Molly* books and television help children from the ages of four to eight understand a world that is often quite different from that of their parents.

### Milly, Molly around the world

*Milly, Molly* books have sold over 3.5 million copies, making the series an international best seller. They are sold in 109 countries and translated into 26 languages.

The television series, *Milly, Molly*, was produced by the award winning Scrawl Studios and first released at the children's television festival in Cannes in 2006. Since then it has been sold into national TV networks in 22 countries and is represented by Beyond International, one of the world's leading television distribution companies.

With publishing and television success behind it, *Milly, Molly* is currently working on licensing opportunities, which will secure its place as a leading children's brand.



## The Milly, Molly story

In 1994, author Gill Pittar was running a New Zealand-made shop in Auckland. Inspired by the ongoing conflict between Maori and Europeans over land claims and settlements, Gill hand-knitted a wool doll for her shop and the *Milly, Molly* concept was born. Milly (dark) and Molly (fair) carry the message, "We may look different but we feel the same." All people, irrespective of race, creed or colour, share the same feelings and emotions of love, pain and grief (to name but a few).

It was when she began producing the books to support the dolls and message that the concept started to take off. As the series became an international best seller, the Friends of Milly, Molly Inc. was set up in the USA. This Trust aims to promote the acceptance of diversity and the learning of life skills through literacy – "for every child, a book." Part of the proceeds from the sale of every book in North America goes to The Friends of Milly, Molly Inc.

As a parent and grandparent herself, Gill was inspired to write books other parents and grandparents would like to read to their children and grandchildren. The stories fuel the imagination, facilitate broad discussion, thought and change and encourage children to lead a well-balanced lifestyle.

Gill says, "I want to get the message across that while we may look different, we feel the same emotions. I want to help make a difference."

## The Milly, Molly message

The relevance of the *Milly, Molly* message has seen the series win acclaim worldwide, including being runner up for Italy's Grinzane Junior Award.

The stories relate the adventures of two little girls from different ethnic backgrounds (with their multi-cultural friends) in a small country town. They promote the acceptance of diversity and the learning of life skills.

Feelings of pain, heartache, loss of identity, low self-esteem transcend the boundaries of race, creed and colour. But so do matters of friendship, sharing, joy and achievement. The *Milly, Molly* stories show us how these things can become part of every child's life.

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