

**FOR IMMEDIATE RELEASE**

**AWARD-WINNING ANIMATION BRAND SPACE RACERS  
STRIKES DEAL WITH INDUSTRY LEADER UYOUNG  
TO EXPAND INTO CHINA**

*Popular Preschool Space Exploration Brand  
Dramatically Expands Chinese Market Presence through Multi-Channel  
Television Distribution and Consumer Products Deal*

New York, NY (June 8, 2018) -- Space Race, LLC, the global production company behind the popular and award-winning preschool television series, *Space Racers*®, today announced it has entered into a key partnership with leading Chinese children's entertainment and media company UYoung. In a far-reaching partnership, UYoung will distribute a localized version of the *Space Racers* television show via multiple channels and also build a wide-ranging merchandising program.

“As we continue to build the *Space Racers* brand, we are delighted by the degree to which curiosity around space exploration is universal among children across all cultures,” said Michael Matays, CEO of Space Race, LLC and Executive Producer of *Space Racers*. “Though *Space Racers* is currently translated into more than 25 different languages and shown in 130 countries, partnering with a valued and successful television distribution and consumer products business such as UYoung is set to expand our audience tremendously. By delivering vibrant STEM programming to children in China, one of the world's largest markets, we elevate our licensing program to a new level. We are excited to see *Space Racers* perform with the Chinese audience, both on TV and in consumer products.”

Clara Young, Vice President International Business UYoung, said: “We are delighted to be representing *Space Racers* in China. We know that the series' strong STEM education theme, stand out characters and engaging storylines will resonate well with Chinese children and parents and we look forward to talking to our broadcast and consumer products partners about this exciting series.

The *Space Racers* brand has grown steadily from 2014, the launch year of its first season on public television, through further streaming partnerships, to the current second season, which debuted November 2016 on Universal Kids' *Sprout* programming block. Since its *Sprout* premiere, *Space Racers* has consistently been a top show for children ages 2-11 on the network. Its STEM-rich content is internationally recognized and applauded by parents and educators alike.

**About Space Racers®**

*Space Racers* follows Eagle, Robyn, Hawk, Starling, Raven and their fellow cadets as they explore our planet, the solar system and the Universe. Headmaster Crane, Professor Coot and other faculty members of the Stardust Space Academy guide the cadets on missions that cover heliophysics, earth science, planetary science and astrophysics among many science disciplines explained at a preschool level. The stunning CGI animation plus authentic sounds and images from outer space provided by NASA bring the richness of space and diversity of planetary landscapes, as well as the

characters, vividly to life for young minds. Season Two, which debuted November 2016 on Universal Kids' *Sprout* programming block, focuses on some important emotional issues, including bullying and growing up with physical challenges, by introducing new Stardust Space Academy cadets like brash transfer student Kite and young Merlin, a rocket born with one short wing. The *Space Racers* characters are also available via the Space Racers App for iTunes or Google Play (Android).

### **About Space Race, LLC**

Space Race, LLC, based in New York, is the global production company behind *Space Racers* and specializes in children's programming and educational entertainment. *Space Racers* currently airs in over 130 countries across the globe and is available in more than 25 languages. Honors include numerous awards including the American Public Television Programming Excellence Award, Parents Choice Awards, and a Synopsis Imagination Award. To learn more about Space Racers, visit [spaceracers.com](http://spaceracers.com)

### **About UYoung**

Founded in 2000 in Beijing, UYoung Culture & Media (UYoung) is a leading Chinese kids & family media and entertainment company dedicated to creating and spreading joyfulness to children and their families. In addition to creating original kids Intellectual Property Brands for the Global market, UYoung acquires, distributes and manages the consumer products of esteemed international kids properties for the Chinese market including: Moon and Me, In the Night Garden, Lily's Driftwood Bay and Shaun the Sheep.

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