

# FOR IMMEDIATE RELEASE

## Mercury Filmworks gears up for a busy fall with Rescue Heroes' new season

*Recent Wraps include The Powerpuff Girls Movie and  
TV commercials for Heinz, Kelloggs' and Nissan*

**Vancouver, September 27, 2002** \_ Feature and episodic production studio Mercury Filmworks is gearing up for an action-packed fall season of animated adventure. The studio is working with Nelvana Limited, Canada's leading integrated children's entertainment company, to produce a third, 13-episode season of *Rescue Heroes*. The popular kids cartoon series airs weekend mornings on Teletoon in Canada and is among the most popular animated series airing on US broadcaster Kids'WB.

"We're thrilled to be working on a third successful season with Nelvana," says Clint Eland, Mercury's CEO and Executive Producer. "Rescue Hero's is a surprisingly complex show that demands an extraordinary amount of precision and attention to detail. That Nelvana recognizes Mercury as Canada's most reliable and bullet-proof digital paint and compositing partner, is extremely flattering.

Among a growing roster of Saturday morning favourites, Mercury recently delivered the last episode of Nelvana's award-winning *Maggie and the Ferocious Beast III* (39X7). Other recent wraps include a second season of Studio B's *D'Myna Leagues* (13X22 minutes), now airing on CTV and YTV, season three of *What about Mimi* (13X22 minutes), airing on Teletoon and France 3, and *The New Woody Woodpecker III* (39X7 minutes) for Universal Cartoon Studios.

### Commercials

Recently wrapped on a series of animated commercials, the Mercury Filmworks team once again provides the sweet part in animated short form eye-candy.

Produced for Nissan and commissioned by ad agency TBWA/Chiat/Day, the 60 second short *Master of the 6th Speed* was produced in conjunction with Vinton/Celluloid Studios and Rhythm & Hues, with Mercury providing digital paint and compositing services. The short airs on MTV Networks and is in wide release as a promotional CD distributed in select magazines.

Cap'n Crunch Cereal's *Captain Neutron* spot provided another collaboration opportunity for Celluloid Studios and Mercury Filmworks. The recently completed commercial for The Quaker Oats Company was produced by Celluloid with digital colour and compositing by Mercury's Vancouver team. *Captain Neutron* is currently airing on select stations in the US.

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Teaming up with Vancouver pre-production studio Atomic Cartoons, Mercury Filmworks delivered two new spots for Warner Bros. featuring popular television icon Scooby-Doo as he pitched Kellogg's *Cinnamon Marshmallow Scooby-Doo Cereal* and Heinz's 'dogglylicious' *Scooby Snacks* pet food. The spots are airing on select stations in the US.

## On the big screen

Those evil rebels in Cartoon Network Studios' *The Powerpuff Girls Movie* had a real fight on their hands when Mercury's Vancouver studio armed Bubbles, Buttercup and Blossom with some hot moves last spring. The Mercury team provided the compositing and special effects for Act Three's climactic sequence where the feisty trio battle Mojo Jojo and his army.

"This film was extremely effects-heavy and under tight timelines Mercury managed complex animation with stride," said Mike Moon, The Powerpuff Girls Movie Art Director. "Every scene had a special concern and, in each instance, Mercury was able to knock it out of the park for us. It was fantastic working with them."

## Background

Mercury Filmworks' extensive client list includes Alliance Atlantis, BBC, Cartoon Network Studios, CinéGroupe, DECODE Entertainment, Discovery Networks, Disney Channel, Disney Feature Animation, Disney Television Animation, DreamWorks Animation, HBO, MTV Networks, Nelvana, Nissan, Showtime, SONY Family Pictures Entertainment (Columbia Tristar Television), Teletoon, TBWA/Chiat/Day, TV-Loonland AG, Universal Cartoon Studios, Vinton Studios, Warner Bros., KidsWB!, Wild Brain and YTV.

Mercury Filmworks is one of the largest and most respected independent digital animation service studios in Canada with full feature and episodic television production facilities in Vancouver and Toronto. The company services clients world-wide via a carrier-class fibre-optic network and a fresh suite of web-based client services. Specializing in production design, digital paint, effects, compositing, 3D animation and digital post production, Mercury has delivered over 240 half-hours of children's television and feature animation since its inception in mid-1998. For more information explore Mercury's new website at [www.mercuryfilmworks.com](http://www.mercuryfilmworks.com).

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