

Wands Out! PETRONELLA THE APPLE WITCH Will Soon Charm Screens, Big and Small

Cologne / Berlin, April 2017. German animation producer Akkord Film and book publisher Boje of Bastei Lübbe AG agreed on a large-scale cooperation regarding film and TV adaptations of bestselling children's book series PETRONELLA THE APPLE WITCH at the Berlin Film Festival. Akkord Film secured the film and TV rights to the successful children's book series and is developing a feature film as well as a TV-series starring the little witch who lives inside an apple in a magical garden.

Since the release of the first volume in autumn 2014, PETRONELLA THE APPLE WITCH has cast a spell over her young readers. The books have already sold more than 250,000 copies in German-speaking countries alone. To date, four volumes of the series are available with sales figures growing stronger with each new release. Novelist Sabine Städing and illustrator SaBine Büchner have created an extraordinary magical world with witches, stick men, flying stag beetles and other magical creatures who will soon populate the big screen. "I am very happy that my little witch will soon enchant movie and television audiences. I am so proud of Petronella, and I already look forward to a fruitful creative collaboration with the production team," says Sabine Städing.

Akkord Film has made a name for itself with high-quality animated films. These include the RAVEN THE LITTLE RASCAL feature films and TV series as well as the current European release of Easter feature film RABBIT SCHOOL - HUNT FOR THE GOLDEN EGG. THE APPLE WITCH marks Akkord's fourth feature film collaboration with screenwriter Katja Grübel whose PETRONELLA adaptation is being co-funded by German public funder FFA.

The cooperation between Akkord Film and Boje Verlag was instigated by Hamburg-based producer Maite Woköck who is set to produce alongside Akkord's CEO, Dirk Beinhold. Maite Woköck has been a fan of PETRONELLA and her charming stories since the start of the book series. She is convinced that the adaptations will be a success around the globe. "These films have the potential to become great family entertainment and charm families worldwide."

Dirk Beinhold, CEO of Akkord Film, adds, "for Akkord Film, Maite Woköck is a perfect addition to our team on this big project. She brings a lot of experience from international CG animated feature films. From the first conversations on, we instinctively shared the same vision for this adaptation. We are very pleased with the opportunity to exploit PETRONELLA THE APPLE WITCH in other media and in merchandising, too."

In Cologne, the headquarters of Bastei Lübbe AG, the staff of Boje Publishing and especially Bodo Horn-Rumold, publisher of children's and young adult books, are gratified with the sale of the film rights: "With Akkord Film, we have found the ideal partner. Together, we will now continue to further develop the PETRONELLA THE APPLE WITCH brand.