



“YUMMY DELICIOUS!” THE ASSOCIATION OF RECOGNISED PANCAKE RESTAURANTS PICKS *BING* FOR DUTCH PROMOTIONAL CAMPAIGN

London, 5 April 2023 – Acamar Films, the creative studio that produces the award-winning, pre-school animation *Bing*, has partnered with the Association of Recognised Pancake Restaurants, Vereniging van Erkende Pannenkoekenrestaurants, on a nationwide partnership. The six-week-long promotion will see children in the Netherlands able to enjoy a special limited-edition Bing-themed pancake with a Bing soft toy, plus the opportunity to enter a colouring competition. The activation will run from 6 April until 19 May 2023 and will be open to 26 pancake restaurants that are members of the Association.

“The love that Dutch Bingsters have for *Bing* has led to sold out performances of the live stage show, *Bing’s Birthday*, as well as strong sales of *Bing* products and fantastic television ratings,” said **Kirsty Southgate, Director Experiential and Promotions at Acamar Films**. “It might be cheesy to say but it really is flipping fantastic to add this pancake promotion to the raft of *Bing* activities in the country and create an opportunity to share *Bing* across the Netherlands in such a creative and family-focused way.”

In addition to being able to order the special Bing pancake, visitors to the restaurant will also be able to express their creativity with *Bing* placemats and enter a colouring competition for a chance to win tickets to the hit *Bing* live stage show, *Bing’s Birthday* (*Bing is jarig*), a private meet and greet with the Bing costumed character or a prize pack of *Bing* products.

“We know that our younger diners are big fans of *Bing* and that this partnership has been hoped for by the families that visit our restaurants for a long time. The sense of joy, exploration and the shared moments with friends that you find in *Bing* are such a good match for the restaurants in our network and we are so excited to see the reaction to this partnership from our patrons,” said **Ewout Mampaey, President, Association of Recognised Pancake Restaurants, Vereniging van Erkende Pannenkoekenrestaurants**.

In addition to visiting participating pancake restaurants, Bingsters in the Netherlands and in the larger Benelux region will be able to interact with their favourite character through an extensive meet and greet programme that will see Bing and Flop appear across the territory throughout 2023. The characters are set to appear at Ketnet Junior’s annual Easter event at Belgium’s Plopsa Indoor Hasselt and Plopsa Station Antwerp, as well as at toy retailers such as ToyChamp and Intertoys. The *Bing* stage show, [Bing’s Birthday \(Bing is jarig\)](#) has been experiencing sold-out performances across the Netherlands since it launched in October 2021. *Bing* is available to watch on NPO Zappelin, Videoland, the all-in-one app, Bing: Kijk, Speel, Leer, YouTube and Amazon Prime Video. *Bing* episodes are also on-air on Ketnet Junior in Belgium. The licensing programme for *Bing* in the Benelux is managed by License Connection.



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About Bing

Produced by Acamar Films, with Dublin-based studio Brown Bag Films, *Bing* has seen extraordinary success since it launched in the UK in 2014, winning the International Emmy for Best Children's Programme, the Writer's Guild Award for best writing in a children's programme, and a BAFTA nomination for best children's programme. Adapted specially for television, from the original books by Ted Dewan, *Bing* celebrates the joyful, messy reality of pre-school life and finds the big stories in the little moments. *Bing* is broadcast in 130 territories worldwide and continues to "move and delight" Bingsters and their grown-ups through an increasing range of award-winning films, books, magazines, apps, consumer products, digital, live shows and cinema experiences.

www.bingbunny.com

About Acamar Films

We are an independent creative studio headquartered in Camden, London and we *love* what we do. Our mission is to "move and delight" audiences worldwide. We produce *Bing* the international award-winning animated series and we are truly dedicated to serving the needs of young children in all that we do. Visit us at www.acamarfilms.com

About Vereniging van Erkende Pannenkoekenrestaurants

The Association of Recognised Pancake Restaurants is a branch organisation for pancake houses and restaurants. More than 70 Dutch pancake restaurants throughout the country are members of this association. Memberships include discount agreements with purchasing partners, but also fantastic marketing campaigns and collaborations. The exclusive campaigns are fully arranged for the members and ensure more guests visit the participating restaurants. To learn more about the collaboration between Vereniging van Erkende Pannenkoekenrestaurants and Acamar Films, please visit

www.pannenkoekenrestaurants.nl/bing