



## ***Paddington™ Run* Is Finally Available on Smartphones and Tablets**

**Paris, October 26<sup>th</sup>, 2017** – Gameloft, leader in the development and publishing of mobile games, STUDIOCANAL and The Copyrights Group, three Vivendi companies, announce the release of *Paddington™ Run*, the official game of the *Paddington* franchise, available today for iPhone, iPad, iPod touch, Android, and Windows Store.

With STUDIOCANAL preparing for the release of the sequel to the film that, to this day, remains the most successful family film not produced by Hollywood, the famous bear imagined by Michael Bond is all set to make his debut on mobile screens. *Paddington Run* will plunge you into a frantic race through the streets of London, where you will be able to visit iconic locations from the movie, such as Paddington's house at Windsor Gardens. Slide, jump, and avoid obstacles to collect as much Marmalade as possible and unlock new features in each level! Discover different mini-games that will allow you to unlock the Jet Ski, Skateboard and other fun items inspired by the film.

After working closely with teams from both STUDIOCANAL, the European leader in film and TV production and distribution, and The Copyrights Group, who manages all of the licensing activities of the *Paddington* brand, Gameloft offers an immersive, fun and accessible gaming experience.

*"Paddington is one of the most popular family characters', and we know how much anticipation there is for Paddington 2,"* said Baudouin Corman Senior Vice President Sales & Marketing at Gameloft. *"As such, we are extremely excited to offer the official game, Paddington Run, and to give fans and players the chance to immerse themselves like never before in the warm, friendly—but also adventure-filled—world of Paddington."*

*"The video-game adaptation of London's most iconic bear is a testament to the tremendous teamwork between Vivendi's companies,"* said Lucien Boyer, Chief Marketing Officer at Vivendi. *"We are delighted that the whole world can finally discover the way in which Gameloft captured the film's atmosphere in a game that will appeal to both children and their parents."*

*Paddington Run* is a family game downloadable on the App Store, Google Play and Windows Store.



Check out the launch trailer [here](#) and images from the game [here](#).

Paddington 2 is releasing in UK cinemas on November 10th and will roll out internationally over the winter.

Gameloft has imagined, developed and, since the beginning of the year, released eight new games on smartphones: *Gangstar New Orleans*, *N.O.V.A. Legacy*, *City Mania*, *Blitz Brigade Rival Tactics*, *Iron Blade*, *Asphalt Street Storm Racing*, *War Planet Online* and *Modern Combat Versus*.

Follow "Paddington Run" on Facebook at <https://www.facebook.com/PaddingtonRun/>

And on Instagram [here](#)

Follow Paddington on Twitter at @paddingtonbear

Like Paddington's Facebook page at <https://www.facebook.com/PaddingtonBear/>

### **About Paddington**

For almost 60 years, British-born writer Michael Bond has been entertaining children and families all over the world with his stories about Paddington, the bear from Darkest Peru famous for his love of marmalade. Since the first book, *A Bear Called Paddington*, was published by HarperCollins in 1958, a further 14 full-length novels and countless other formats have been published. Paddington's adventures have been adapted several times for television and at the end of 2014 Paddington made his debut onto the big screen. A second Paddington movie, produced by Studiocanal, *Paddington 2*, is set to launch globally on 10th November 2017. In recognition of Paddington's extraordinary popularity and success, Michael Bond was awarded an OBE (Order of the British Empire) from the Queen for services to children's literature in 1997 and a CBE (Commander of the British Empire) in 2015.

Today, there are over 150 book titles available in 40 languages and in more than 100 countries, book sales are in excess of 35 million. The PADDINGTON DVD released in 2015 was the fastest and strongest selling DVD of 2015 in the UK. Paddington has a growing online presence with over 600 thousand Facebook fans and over 20 thousand Twitter followers.

In 2016 Copyrights Group was acquired by the global media company Vivendi.

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### **About Gameloft**

Leader in the development and publishing of mobile games, Gameloft® has established itself as one of the top innovators in its field since 2000. Gameloft creates games for all digital platforms and with an audience of 134 million monthly users offers via Gameloft Advertising Solutions a unique level of visibility and involvement to advertisers. Gameloft operates its own established franchises such as *Asphalt*®, *Order & Chaos*, *Modern Combat* and *Dungeon Hunter* and also partners with major rights holders including Universal, Illumination Entertainment, Disney®, Marvel®, Hasbro®, Fox Digital Entertainment, Mattel® and Ferrari®. Gameloft distributes its games in over 100 countries and employs 6,000 people worldwide. Gameloft is a Vivendi company.

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