



**Entertainment Store Group is proud to announce a new partnership with the AFL's premier children's brand: AFL Mascot Manor!**

The AFL – Australian Football League – has redeveloped the popular AFL Mascots in recent years. Mascot Manor is the premier sports entertainment brand, harnessing the excitement and passion of footy in a fun and cheeky character brand. Appealing to children aged 5-10 years and all fans of AFL, the mascots from Mascot Manor are set to take the 2008 AFL footy season by storm!

Entertainment Store Group is one of Australia's premier producers of live children's entertainment, and is proud to announce their new partnership with the AFL. Anton Berezin, Business Development Director says, 'As a fervent fan of Aussie Rules and a father of three football fanatics, I'm really excited to bring these AFL mascots to life'.

Entertainment Store Group holds the license for all 16 mascots from the Mascot Manor brand, and will develop 30-minute live shows for each character, from Johnny 'The Doc' Docker to Captain Carlton. Each show will incorporate club theme songs, original material and fresh urban choreography. On top of this, all 16 club mascots will be part of an ensemble song-and-dance extravaganza which needs to be seen to be believed!

Created by acclaimed writer and illustrator Boyd Hicklin, these fun and irreverent characters promote exercise, friendly competition and the great outdoors. These new live shows will follow on from Hicklin's original story about a boy from the Northern Territory named Toby 'Torpedo' Coleman, who dreams of playing footy for the AFL and stumbles across "Mascot Manor", where the 16 mascots live.

Most of the characters from Mascot Manor are named after legends of the game. Apart from Johnny 'The Doc' Docker (Fremantle FC) and Captain Carlton (Carlton FC), there's Jock 'One Eye' McPie (Collingwood FC), Moz 'Skeeta' Reynolds (Essendon FC), Barry 'Bruiser' Cracker (Kangaroos), Ronald 'Dee' Mann (Melbourne FC), Bernie 'Gabba' Vegas (Brisbane Lions), Trevor 'Saint' Kilda (St Kilda FC), Syd 'Swannie' Skilton (Sydney Swans), Woofer 'Dogg' Whitten (Western Bulldogs), Tiger 'Stripes' Dyer (Richmond FC), Hudson 'Hawka' Knights (Hawthorn Hawks), Claude 'Curls' Crow (Adelaide Crows), Tommy 'Thunder' Power (Port Adelaide FC), Rick 'the Rock' Eagle (West Coast Eagles) and the reigning 2007 premiers have 'Slammin' Sam Tomcat (Geelong Cats).

Boasting a fantastic track record with clients such as The Wiggles, HIT Entertainment and Chorion Ltd, Entertainment Store Group welcomes the new addition to its stable of brands, and is excited about the AFL's wide and varied appeal to children and adults alike.

For more information on the AFL's Mascot Manor, to enquire about our live shows or for interview requests please refer to the contact details below.

**Entertainment Store Group**

**PR Manager Libby Butler**

**tel** 03 9527 8644 | **fax** 03 9527 8330 **email** [lbutler@entertainmentstore.com.au](mailto:lbutler@entertainmentstore.com.au)

**web** [www.entertainmentstore.com.au](http://www.entertainmentstore.com.au) **address** po box 285, st kilda, vic, 3182