



20th Century Fox Home Entertainment to release "Tugger, the Jeep 4x4 Who Wanted to Fly"

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([PRWEB](#)) August 2, 2004 -- 20th Century Fox Home Entertainment (TCFHE) and Genesis Orlando Incorporated, a digital animation production company, have entered into a multiyear distribution agreement for the U.S. and Canadian Video and DVD distribution rights for the animated film property, "Tugger, the Jeep® 4x4 Who Wanted to Fly." Fox joins the Chrysler Group/Jeep brand and the Joester/Loria Licensing Group in New York City, in support of Genesis Orlando's animated film.

The original Genesis Orlando story centers on an animated character modeled after a Jeep vehicle who dreams of one day flying like an airplane. Initially, the film is being released in theaters this Christmas through special Charity Screenings along with the official launch of the 2005 Jeep Grand Cherokee. The direct to video/DVD release of "Tugger, the Jeep 4x4 Who Wanted to Fly" is currently scheduled for release in February/March 2005.

"Our corporate and creative mission is to develop and build strong entertainment properties along side mutually beneficial marketing partnerships," said Alan Guimond, Genesis Orlando's COO. "We're extremely excited about our partnership with 20th Century Fox Home Entertainment, as they join our partners, the Chrysler/Jeep Group and The Joester/Loria Group."

"Tugger is a great asset to help launch the all-new 2005 Jeep Grand Cherokee," said Jeff Bell, Vice President, Jeep and Chrysler Marketing. "The animated character upholds the Jeep brand reputation for innovation and the go-anywhere, do-anything spirit of Jeep."

Principle marketing will be directed through BBDO Detroit, the advertising agency of record for Chrysler Group. Key licensing will be handled through the Joester/Loria licensing group in New York City.

Genesis Orlando is a boutique production company that maintains a staff of 30 professional storyboard artists, writers, modelers, animators and technicians. Founded by former-Disney Supervising Animator Jeffrey J. Varab, this first "Tugger" film represents the beginning of a series of seven already in production. "I am personally excited about working with our friends at Fox. They have exhibited through words and action a dedication to building strong story content and branding."

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