

## A Blueprint for Success

**W**e recently caught up with Frank Saperstein who's heading up the newly created **Blueprint Kids** division of Blueprint Entertainment. "We're putting together a diverse slate of animated series, preschool projects, and a latenight show in Canada and will be taking our slate to MIPCOM for the first time," says Saperstein. "We see ourselves as a mini-major and are open to international co-productions. We are in a position we can piece together the shows through Canadian financing and take the risk off of the U.S. producers."

Saperstein says he has several major animated projects in the works. The first one is **Dating Guy**, a Flash-animated series co-produced by Toronto's MarbleMedia. "We're hoping for a fall or spring of 2009 launch date," he says. "It's an adult, male-oriented series aimed at 16- to 24-year-old viewers which centers on a guy who works in an ad agency and has dates from hell every Friday and Saturday night!" The 13 x 22 series is created by Mark Bishop and Matt Thornberg and will have a strong Internet component.

Also on the company's plate is **Mad Science**, a series based on a popular Montreal-based franchise. "The concept was developed to promote science in a fine way at the Kennedy Space Station," says Saperstein. "It uses science in an adventure/comedy setting and has a live-action wrap-around element." Blueprint is also involved with the production of the 52 x 11 Flash-animated series **Iggy Arbuckle**, the buddy comedy that is co-produced with National Geographic Kids, Jetix Europe and C.O.R.E. Digital Pictures and debuted on Teletoon Canada in July. It sure sounds like we can expect to see big things from this new Canadian enterprise.

