

“HOLD ON GASTON!”

TFOU AND DANDELOOO’S NEW ANIMATED SERIES IN DEVELOPMENT

Paris, 4th February 2025: TF1’s children’s programming block TFOU together with award winning production company and long-time partners of the TFOU d’Animation Screenplay Contest Dandelooo, are excited to announce the development of the animated series *Hold on Gaston!*. Adapted from the bestselling book series ‘Little Unicorn’ by writer and illustrator Aurélie Chien Chow Chine, published by Hachette Enfants, this whimsical and unicorn-filled 2D adventure aimed at children aged 4 to 7 will be available in 52 x 11-minute episodes.

Since its debut in 2018 the ‘Little Unicorn’ book series, have become a phenomenal success and has continued to capture the hearts of readers in France and across the world. With 55 titles published and over 1.7 million copies sold in France alone, the phenomenon has spread worldwide, with translations now available in 28 languages.

Welcome to Univille-on-Joy! In this peaceful village surrounded by green hills life is really nice. There lives Gaston (and his friends), a young unicorn like many others... well, almost. Gaston is unique: his rainbow mane changes colors according to his emotions... ooops!

Emmanuèle Pétry and Jean-Baptiste Wery, Producers and Founders of Dandelooo said: "*Hold on Gaston!* is a fantastic opportunity to tell fun, colorful stories for children aged 4 to 7 while addressing a core theme: emotions and how to manage them. Because for Gaston, life is a big wheel of emotions that he turns with appetite and playfulness. It’s his intensity that will drive the stories and captivate viewers. Beyond the narratives, the charm of *Hold on Gaston!* comes from the imaginative world created by Aurélie Chien Chow Chine. Alongside Chloé Sastre and Romain Gadiou, she successfully revitalized the unicorn thematic by designing a world filled with hills. They presented us with a world of lush green hills where Gaston, with his round little belly, colorful mane, and horn pointing towards the unknown, is ready to take us on a wild ride... and we absolutely love it! That's what immediately won us over and will surely delight Gaston's fans."

Yann Labasque, Head of TF1 Group’s Youth Programming added: “The book series ‘Little Unicorn’ has always been among one of our favorites. We were particularly captivated by the colorful and whimsical world, created by author Aurélie Chien Chow Chine, and above all, the boundless energy of Gaston the main character. Gaston experiences his emotions deeply, whether he’s happy, sad or angry, which makes him incredibly endearing and authentic.

His adventures are entertaining and offer valuable life lessons. Thanks to his expressiveness and sincerity, Gaston creates a connection and speaks to all children. He reminds us how important it is to live each moment to the fullest. Whether these moments are happy or challenging, his vivid emotions and unique way of interacting with those around him resonate with each young reader and soon with young viewers on TFOU.”

Aurélie Chien Chow Chine, Author and Illustrator of the *Little Unicorn* book series commented: "Seeing Gaston come to life as an animated character is a dream come true, especially for me, coming from the animation world. I'm thrilled that we will be able to watch him live out his emotions in brand-new adventures. An animated series is a beautiful extension of the children's books, offering a new encounter with our beloved characters through voices, expressions, and gestures. I'm delighted that TF1 is accompanying us on this new journey. Their youth programming team and I found a wonderful synergy for telling stories filled with laughter, fear, joy, and even the occasional tear—in short, emotions... so, Go Gaston!"

Sarah Koegler-Jacquet, Managing director of Hachette Enfants added: "When Aurélie Chien Chow Chine introduced us to Gaston's emotional adventures, we were immediately captivated by this universal, timeless, generous, sincere, and incredibly endearing character! This enthusiasm was shared by children and parents alike from the publication of the very first books in France and internationally. Seeing their beloved hero embark on new animated adventures will undoubtedly delight both young and old alike and ensure his place as a timeless and much-loved character."

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About TFOU

A favorite destination for kids under 10, TFOU, TF1's children's slot, achieved excellent performances/results in 2024, reaching a leading average of more than 21% viewing share. TFOU offers a rich programming slate of animated series including literary adaptations, acquisitions and original creations. Since January 2024, this newly extended schedule of 1400 hours has been available across multiple channels on TF1, TFX as well as on the free streaming platform TF1+. Thanks to this growth, TFOU continues to reach a wide audience and maintain its excellent performance with children.

Source: Médiamétrie – Average Audience Share, 2024.

About Dandeloo

Dandeloo is a production and distribution company founded in 2010 by Jean-Baptiste Wery and Emmanuèle Pétry, based in Paris and specializing in ambitious animated programs for television and cinema. Its successful series include *The Treehouse Stories*, *Billy the Cowboy Hamster*, and *The Upside Down River*, earning the company accolades such as Cartoon Media's Best European Producer Award in 2018 and Procirep's Best French Animation Producer Award in 2024.

Dandeloo primarily produces its programs and films in France through its animation studio, Ooolala. In 2025, the studio will be producing season 2 of *Billy the Cowboy Hamster* for France Télévisions and the first seasons of *Max and Bunny* for Canal+ and *Hold on Gaston!* for TF1. The studio is also a pioneer in eco-responsible production, guaranteeing low-carbon works.

Dandeloo also distributes its own productions, other exceptional programs internationally and has won numerous awards, including an International Emmy Award in 2018 for *The Treehouse Stories* and a Jury Prize at Annecy for *Mum is Pouring Rain*.

About Hachette Enfants

Hachette Enfants, the children's publishing arm of Hachette Livre, has been creating and publishing iconic childhood characters for over 70 years. Its catalog features beloved stories, including *Caroline* (1953), *Mini-Loup* (1991), *Gaspard and Lisa* (1999), *Baby Koala* (2006), and *Toublou* (2024).

The first *Little Unicorn* books were published in 2018 and met with immediate and resounding success among children and parents alike.

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