



PRESS RELEASE – 1 July 2013

Friends and Heroes announce UK distribution of Buck Denver asks...What's in the Bible?®

Following the announcement of the closure of Kingsway's distribution in the UK, **Friends and Heroes Productions Ltd** has announced that it will take on full UK distribution for the successful **Buck Denver Asks... What's in the Bible?®** series, into both trade outlets and the general market.

Buck Denver Asks...What's in the Bible?® is the latest children's DVD series from VeggieTales creator Phil Vischer and his studio Jellyfish Labs, designed to walk children and families through the entire Bible. The first 11 DVDs covering all of the Old Testament, the Gospels and the Book of Acts along with the one-hour Christmas special - **Buck Denver Asks...Why Do We Call It Christmas?®** are available now. Volume 12 (Paul's Letters) releases this August and the last title in the series, Volume 13 (Revelation) releases in early 2014.

"Today's media-savvy kids are watching movies on TV, Computers, iPads, iPods, PlayStations and many other devices. We need more high quality Biblically-based productions to appeal to them," said David Dorricott, Executive Producer of **Friends and Heroes**. *"We have already been in an exciting partnership with What's in the Bible? and Jellyfish Labs, promoting this outstanding resource to our existing customers for nearly two years. Becoming the main UK distributor will ensure quality Bible-based children's DVDs get the profile they deserve."*

The **Buck Denver Asks...What's in the Bible?®** series adds to the exciting range of dynamic multimedia Bible resources already produced by **Friends and Heroes**.

"We are excited to partner with Friends and Heroes for UK distribution," said Erick Goss, Managing Partner of Jellyfish Labs. *"We have been partnered with Friends and Heroes since the early stages of our business and believe that their distribution support will enable What's in the Bible? to reach churches and families in the UK, who are looking for entertaining media to better understand the Bible."*

Buck Denver Asks...What's in the Bible?® is available for consumers in the UK from www.whatsinthebible.co.uk.

For trade orders please call 01624 811747, or fax your orders to 01624 817695 or email info@friendsandheroes.com

Brett Pitchfork - Marketing Director
tel: +44 (0) 1624 811744
email:brett.pitchfork@friendsandheroes.com