



The Smurfs
Key Messages

- *The Smurfs* are set to make their Nickelodeon debut in an all-new series premiering Friday, Sept. 10 at 7:30 p.m. (ET/PT). All-new episodes will continue to rollout Friday nights on Nickelodeon and debut internationally in the fall.
- The original series marks the return of the globally renowned characters to television for the first time in nearly 40 years and follows Papa Smurf, Smurfette, Brainy, Hefty, Clumsy and the other inhabitants of Smurf Village on all-new adventures packed with humor, heart, and high-stakes action.
- In the premiere episode, "Smurf-Fu," when Smurfette rescues Brainy from a giant snake, the other Smurfs ask her to teach them "Smurf-Fu." Next, in "Diaper Daddy," when everyone is tired of changing Baby's diapers, Handy decides to invent a robot that will do the job.
- The voice cast pushing the charm and absurdity of the original comics to even greater heights includes: David Freeman (*7 Promises*) as Papa Smurf, the father figure keeping the other Smurfs in line; Berangere McNeese (*Matriochkas*) as Smurfette, a curious Smurf who is always ready to take part in new adventures; Lenny Mark Irons (*No Man's Land*) as Gargamel, a conniving human wizard with a bottomless thirst to capture Smurfs; Youssef El Kaoukibi (*NRJ Belgium*) as Brainy, who considers himself the smartest of the bunch; and Catherine Hershey (*Boundary Games*) as Willow, the brave and wise matriarch of a new tribe of girl Smurfs.
- *The Smurfs* CG-animated series acquisition is overseen by Layla Lewis, Senior Vice President, Global Acquisitions and Content Partnerships and Dana Cluverius, Senior Vice President, Current Series Animation for Nickelodeon.
- *The Smurfs* is a Peyo Productions and Dupuis Audiovisuel production, in co-production with KiKA, Ketnet and RTBF, with the participation of TF1 and with the participation of Wallimage (La Wallonie), of Screen Flanders, of BNPPFF and with the support of the Tax Shelter of the Belgian Government and the participation of the CNC.

About The Smurfs

- The Smurfs are small blue gnomes who are three apples high, always happy and only sometimes mischievous.
- All Smurfs have the same blue skin and speak in a special Smurf language. They usually wear the traditional Smurf clothing of white hats and white trousers.
 - Since many Smurfs wear the same white outfit, they love to add a little something extra to express their personalities.
- They are loyal, fraternal, and altruistic. Their motto sums up their attitude perfectly: “All for Smurf and Smurf for all!”

About The World

- The Smurfs live together in Smurf Village, a place bubbling with energy and potential mayhem.
- Whereas Smurfette has always been the only female living in Smurf Village, they’ve recently discovered a whole new tribe of girl Smurfs in Smurfy Grove.
- Beyond the village is a whole wide world, a rich environment filled with beauty and menace in equal parts. The hamlet of mushroom houses is nestled between the mountains and a vast forest, with a river running lazily along the edge of the woods.
- On the other side of the forest lies Gargamel’s dark, foreboding hovel (he calls it a castle) that the Smurfs avoid at all costs, yet still have a knack for stumbling upon.

Smurfs History and Fun Facts

- The Smurfs first appeared in 1958 in a Johan and Peewit comic book by Peyo.
- In 1959, The Smurfs appeared in their own short story and short movie.

- The first feature length movie, based on “The Smurfs and the Magic Flute,” was released by The Belvision Studios in 1975.
- The first episode of the Smurfs’ TV series was broadcast on NBC in 1981, and by 1982 it had worldwide distribution.
- The name “Smurf” has been translated into 55 languages.
- The Smurfs have 14 million Facebook followers.
- 1 Smurfs Haribo Sweet is eaten each second across the world.