



## **Maya the Bee and NABU - together for insect protection**

**Maya the Bee supports the insect protection fund of NABU, Naturschutzbund Deutschland e.V. with her "Project Poppy Meadow".**

*Munich, May 28, 2020* - Maya the Bee and her bee protection initiative "Project Poppy Meadow" supports German NABU and its insect protection fund. NABU has been committed to the protection of insects for years. With its expertise and great commitment, NABU is a strong partner for Maya the Bee's "Project Poppy Meadow", which includes a digital environmental education programme with numerous tips for effective insect protection measures.

Joint activities and communication campaigns are planned as part of the cooperation. To draw attention to the enormous importance and threat posed to insects, NABU has, for example, launched the nationwide "Insect Summer" campaign: From 29 May to 7 June and from 31 July to 9 August 2020, anyone in Germany can take part and report insects at [www.insektensommer.de](http://www.insektensommer.de). Maya the Bee will support the join-in campaign for this year and the focus of the joint activities is then planned for 2021. Next year, among other things, the third animated film of the famous bee "Maya the Bee - The Golden Orb" will launch in cinemas from January 28<sup>th</sup>, 2021 in the German-speaking territories and Maya the Bee will also celebrate her 45th TV anniversary in Germany.

Insects are indispensable for us humans and the entire natural world - and they need protection. That's why it is important to explain and recommend their protection to our children. Maya the Bee has been committed to this since 2018 as part of the initiative "Maya the Bee - Project Poppy Meadow". It wants to continue to inform parents and their children about bees in a playful way and show them what they can do to protect the insects. Planting tips and handicraft instructions for nesting aids encourage children to participate and child-oriented explanations make the importance of biodiversity and the sustainable use of nature understandable.

Further information on "Maya the Bee - Project Poppy Meadow" can be found at: [www.diebienemaja-bienenschutz.de](http://www.diebienemaja-bienenschutz.de)

The NABU Insect Summer starts on 29 May: Everyone is called upon to spend an hour outside to discover insects, count them and report them to NABU. NABU offers many materials to detect, count and report insects - further information can be found at: [www.NABU.de/insektensommer](http://www.NABU.de/insektensommer)



### **About Studio 100 Media**

Studio 100 Media is an international production and distribution company within the children's and family entertainment sector. Based in Munich, Germany, the company is a 100 percent subsidiary of Belgian firm Studio 100. The company develops and acquires new content, engages in co-production and co-financing activities and is also responsible for the international distribution of its own and third party rights. Studio 100 Media's business model is the perfect vertical and horizontal integration of its IP's. In marketing its license rights the company pursues a global strategy within sectors ranging from Content Distribution, Licensing and Home Entertainment through to Theatrical Movies, Stage Shows and Theme Parks. [www.studio100group.com](http://www.studio100group.com)

### **Contact for Media**

Carla Herzog  
Senior Manager PR & Marketing Studio 100 Media  
Phone: + 49 (0) 89 960 855 156  
Email: [carla.herzog@studio100media.com](mailto:carla.herzog@studio100media.com)

Devika Patel  
DP-PR  
Phone: + 44 (0) 7773 324 159  
Email: [devika@dp-pr.com](mailto:devika@dp-pr.com)