



## KCP Loft Options the Rights for a YA Book based on award-winning Canadian digital series CARMILLA

**TORONTO, ON, June 19, 2017** – Kids Can Press’s new young adult imprint, KCP Loft, has announced that it has optioned world publishing rights to Shaftesbury’s award-winning digital series *Carmilla*.

The book project was announced by **Lisa Lyons Johnston, President, Kids Can Press** at the Los Angeles launch of the debut list from the publisher’s new young adult imprint, KCP Loft. The book project is slated for publication in the Spring of 2019.

“This is an exciting and notable acquisition for KCP Loft,” said Lyons Johnston. “We introduced the YA imprint with the intention of seeking out content from both traditional publishing marketplaces as well as from innovative, emerging platforms. We are proud to partner with Shaftesbury to transform *Carmilla* into a hotly anticipated bestselling novel for the legions of fans around the world that this original web series has attracted.”

“We are thrilled to enter into a partnership with Kids Can Press to expand the world of *Carmilla* and to offer fans of the series and the soon-to-be-released feature film another opportunity to engage with characters who mean so much to them,” said **Christina Jennings, Chairman & CEO, Shaftesbury**. “Over the past three years, we have seen the audience of *Carmilla* grow at an exponential rate and become an international phenomenon – and this phenomenon is showing no signs of slowing down. We are very excited to continue to branch out and build up this brand.”

Produced by Shaftesbury’s digital studio Smokebomb Entertainment and its branded entertainment agency shift2, in partnership with executive producer U by Kotex®, the *Carmilla* digital series (108 x 5 minutes) is a scripted digital series that puts a modern spin on the cult classic gothic vampire novella by Joseph Sheridan Le Fanu. Meshing the vlog format aesthetic with scripted storytelling, *Carmilla* follows the adventures of university student Laura Hollis (Elise Bauman) whose world is turned upside down after a vampire, Carmilla Karnstein (Natasha Negovanlis), moves into her dorm room. *Carmilla* has engaged and inspired fans around the world – the series has been viewed in 193 countries and translated in over 20 languages by fans. Available on Shaftesbury’s YouTube channel [KindaTV](#), the series has generated over 69 million views since its launch in 2014. *Carmilla* has been recognized with numerous national and international awards including the Streamy Awards, the Webby Awards, the Shorty Awards, and the Canadian Screen Awards, including a 2017 Fan’s Choice Award for Negovanlis. Principal photography was completed recently on a feature-length film, *Carmilla The Movie*, starring series leads Bauman and Negovanlis as well as new cast Dominique Provost-Chalkley, Grace Lynn Kung, and Cara Gee. The film is slated for a Fall 2017 release.

**KCP Loft** is a new young adult imprint from award-winning Canadian-owned children's publisher **Kids Can Press**, part of the Corus Entertainment family. KCP Loft publishes books that are engrossing, shareable, contemporary and smart for readers 14 and older. KCP Loft is distributed worldwide by Hachette Book Group. The debut list launched in Spring 2017. Browse Kids Can Press books at [www.kidscanpress.com](http://www.kidscanpress.com) and KCP Loft books at [www.kcploft.com](http://www.kcploft.com) and on social channels @kcploft.

#### **About Corus Entertainment Inc.**

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that creates and delivers high quality brands and content across platforms for audiences around the world. The company's portfolio of multimedia offerings encompasses 45 specialty television services, 39 radio stations, 15 conventional television stations, a global content business, digital assets, live events, children's book publishing, animation software, technology and media services. Corus' roster of premium brands includes Global Television, W Network, OWN: Oprah Winfrey Network Canada, HGTV Canada, Food Network Canada, HISTORY<sup>®</sup>, Showcase, National Geographic Channel, Q107, CKNW, Fresh Radio, Disney Channel Canada, YTV and Nickelodeon Canada. Visit Corus at [www.corusent.com](http://www.corusent.com).

#### **About Shaftesbury**

**Shaftesbury** is an award-winning creator and producer of original content for television and digital platforms. Shaftesbury's current slate includes 11 seasons of *Murdoch Mysteries* for CBC, UKTV, and ITV STUDIOS Global Entertainment, detective drama *Frankie Drake* for CBC, and two seasons of critically acclaimed thriller series *Slasher*. Shaftesbury's digital arm, **Smokebomb Entertainment**, produces original digital, convergent, and branded entertainment projects including the hit YouTube series *Carmilla*, funded by U by Kotex<sup>®</sup>, mystery series *V Morgan Is Dead*, brought to life by RBC, supernatural drama *Inhuman Condition*, and the *Slasher VR* app for iOS, Android, and Oculus Rift. In June 2014, Shaftesbury partnered with Youth Culture to launch **shift2**, a branded entertainment agency that drives profitable engagement with millennials using scripted series, turning brands into executive producers.

#### **KCP Loft Social Channels:**

Facebook: <https://www.facebook.com/kcploft/>

Twitter: <https://twitter.com/kcploft>

Instagram: <https://www.instagram.com/kcploft/>

#### **Carmilla Series Social Channels:**

Facebook: <https://www.facebook.com/CarmillaSeries>

Twitter: <https://twitter.com/carmillaseries>

Tumblr: <http://carmillaseries.tumblr.com>

Instagram: <http://instagram.com/carmillaseries>

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