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## Nerd Corps Animation News

November 12th, 2008 1:17 PM by Aaron H. Bynum

### More Nerdy Animation

Elsewhere for Nerd Corps Entertainment, the full service animation group will be helping Mattel, Inc. celebrate the 40th anniversary of the Hot Wheels brand by contributing to the production of *Hot Wheels: Battle Force 5*. Announced this past October, the new car racing series will, of course, be produced in computer animation, and is likely to capitalize on the various successes of previous versions of the title, which have combined elements of fantasy or even science fiction in creating an interactive worldview where high-octane race car driving is the only thing that matters. *Hot Wheels: Battle Force 5* is a production of Nelvana and Nerd Corps Entertainment.

"We are excited to work with some of the top names in the industry to bring Hot Wheels to the small screen," Barry Waldo, Vice President of Worldwide Entertainment & Consumer Products, Mattel, commented. "Hot Wheels continues to be a top boys property year after year and the new series will deliver everything boys have loved about the brand – speed, power, performance and attitude – along with adrenaline-fueled action and new, never-before-seen vehicles and characters."

Currently slated for release in Fall 2009, the new Hot Wheels animation will be twenty-six episodes in length and is already scheduled for rollout on two major North American children's entertainment channels: TELETOON (Canada), Cartoon Network (U.S.).

According to early announcements, the two networks are hoping to air *Battle Force 5* on their weekend programming blocks, TELETOON on Sunday morning, and Cartoon Network on Saturday Morning.

Mattel, Inc. has already engaged a variety of locations around the United States for a promotion of the brand's 40th anniversary, and anticipates a continued interest in the boy-targeted toys for many years to come. The toy cars, which first came onto the scene in 1968, have seen a variety of "classic" and "limited edition" collector's items made available in recent months -- such as the Batmobile, for example. The new CG series, aimed at Boys 2-11, should be another highly stylized effort on behalf of the property owner to re-establish its base.

on *Nerd Corps Entertainment, Inc.:* Nerd Corps Entertainment ([www.NerdCorps.com](http://www.NerdCorps.com)) is a full service property development and animation studio based out of Vancouver, Canada. Formed in 2002, the company's primary objective is to break free from the preconceived boundaries of 3-D animation in order to produce stylistically innovative animated projects—from concept all the way to final delivery—based on a solid foundation of great storytelling.

(Sources: Corus Entertainment, *TV Kids: October*, WorldScreen.com)

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