



BELOVED ANIMATED ICON BETTY BOOP TURNS 90 ON AUGUST 9TH

Multiple Celebrations Planned for the Forever Fabulous Character's 90th Anniversary

(Los Angeles – July XX 2020) – Boop-Oop-A-Doop! An international celebration in honor of the beloved animated screen star **Betty Boop** will take place on August 9th commemorating the 90th anniversary of the famous sass symbol's big-screen debut. One of the most celebrated cartoon characters in animation history, Betty Boop, is adored by fans of all ages and has long been considered a style icon, trendsetter, and a symbol of women's empowerment. The character's owner, Fleischer Studios, along with licensing agent King Features, will celebrate in August and through the rest of the year with social media campaigns, online cartoon screenings, and a number of major brand collaborations.

Five Fun Facts about Betty Boop:

- Betty Boop's signature voice actor—Mae Questel—was also the voice for two other classic characters, Olive Oyl and Little Audrey.
- Betty Boop has a beloved companion, her adorable pup Pudgy, who first appeared in the 1934 animated film *Betty Boop's Little Pal*.
- The 1938 Betty Boop cartoon *Pudgy and the Lost Kitten* features the work of Lillian Friedman, the first female animator to be employed by Fleischer Studios—or in fact by any major animation studio.
- When Betty Boop made her debut on August 9, 1930 in the Fleischer Studios cartoon *Dizzy Dishes*, she was not even a completely human character. Rather, she appeared as a singing, dancing, dog-like siren who was introduced as a possible love interest for Bimbo, the half-dog, half-human star of the Max Fleischer series. As Betty's popularity rose, however, her spaniel eyes became smaller and rounder, her floppy puppy dog ears became her signature hoop earrings, and over a series of cartoons Betty evolved into the full-fledged human character we know and love today.
- Betty Boop's entertainment style was inspired by the many popular Jazz Age flappers and influencers of the 1920s, including Helen Kane, Baby Esther, Gertrude Saunders, Bessie Smith, and Ethel Merman to name just a few. She has appeared in more than 100 cartoons, including the 1938 Oscar® nominated classic *Riding the Rails*.

For 90 years, Betty Boop has sung and sashayed past rules and conventions, unafraid to take risks or set trends—a true influencer from the start. As the first female cartoon star, Betty Boop was aptly named the 'Queen of Cartoons' and ruled the animated world with her wit, charm, and humor. Her ability to empower and connect people has endured throughout the decades, and today her passion, positivity and persistence continue to inspire fans worldwide.

Brand partners around the globe have joined King Features and Fleischer Studios with collaborations in apparel, accessories, beauty products, collectibles and many more to celebrate the global icon's major milestone. Recent collaborations have included Nike, a beauty line from IPSY, watches from Invicta, collectibles from MBI, Inc., and collectible vinyl figures from Funko.



A new book, *Betty Boop's Guide to a Bold and Balanced Life – Fun, Fierce, Fabulous Advice Inspired by the Animated Icon* (Skyhorse Publishing) was released in January to kick off the 90th year. Written by empowerment advocates Susan Wilking Horan and Kristi Ling Spencer, the book features a foreword by designer Zac Posen and offers readers a glimpse into Betty's colorful history while also providing timely and timeless tips on topics ranging from love to health to self-empowerment.

In addition, a Betty Boop Broadway musical is currently in development. In a recent Special, PBS gave fans a glimpse into the upcoming stage production when the show's composer, David Foster, previewed one of the songs he wrote for the show. Foster and his wife, performer Katherine McPhee, also recently performed a song from the musical entitled "Something to Shout About" on the Today Show.

Betty Boop's 90th anniversary celebration, themed "Forever Fabulous," will continue throughout August and into the rest of the year, and fans can expect to see a wide array of new collaborations and online events. More information and updates on Betty Boop's 90th can be found at www.bettyboop.com and across her social channels.

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ABOUT BETTY BOOP AND FLEISCHER STUDIOS

First introduced in 1930, Betty Boop was created by Max Fleischer for his "Talkartoons" series, the first animated "talkies" which Max's company, **Fleischer Studios**, produced for Paramount. Betty's stage style was inspired by the many popular Jazz Age flappers and singers of the 1920s. Mae Questel provided Betty's distinctive voice. By 1932 Betty, considered to be the first and only female animated screen star, had taken the country by storm. Betty starred in more than 100 cartoons, 90 of which are included in the official "Betty Boop" series, which ended in 1939. Since then, Betty has appeared in dozens of hit movies, television specials and commercials. She was the first cartoon character to be profiled by A&E's "Biography" series.

As the worldwide exclusive licensing agent for Betty Boop, **King Features Syndicate** (www.kingfeatures.com) works closely with Fleischer Studios (www.fleischerstudios.com) to keep Betty entertaining millions of fans and collectors worldwide. Betty Boop's popularity today shines through her prevalence in pop culture. She is one of the most popular and successfully licensed characters in entertainment history, with licensees in the United States and around the world that produce quality products bearing Betty's likeness in virtually every category.

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