



**For Immediate Release
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Headspinner continues Digital content growth with launch of Headspinner Kids YouTube Channel.

Toronto— March 1, 2023 — Kidscreen HOT50 (#8 Digital Series company) Headspinner Productions has officially launched their Headspinner Kids YouTube channel <https://www.youtube.com/@headspinner> kicking off with more than 80 videos from beloved preschool performer Gisele Corinthios and her content brand The Gisele Mashup. Corinthios will launch new videos weekly on the channel. The New Headspinner produced Gisele’s Mashup Adventures (10 x 3 minutes) will launch March 4th, 2023, on the channel after having its’ World Premiere on CBC Gem and CBC Kids in early February. The series will also stream soon on KABILLION which reaches over 90 million households in the US. An additional 20 companion videos for Gisele’s Mashup Adventures will also be launched in the coming weeks. Gisele’s Mashup Adventures was made possible with the assistance of the Shaw Rocket Fund/Canada Media Fund Digital Animated Series program.

“We are thrilled to have our own content channel as we continue to grow our audience and brands. It is also a great way to showcase content from other creators that we love and admire and to help them succeed in finding a larger audience while supporting them on their growth strategies.”, said Michelle Melanson, President of Headspinner Productions.

"I’m excited that we are announcing The Gisele Mashup content and our new series Gisele’s Mashup Adventures is now under the Headspinner Kids banner. Michelle and Ken share the same passion and drive to bring fun, safe and educational shows directly to parents, caregivers, and our young audience. It is a big step in my ongoing journey to expand the Gisele Mashup Up brand globally. “, says Corinthios.

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Headspinner is an award-winning creative production company spearheaded by industry veterans Michelle Melanson and Ken Cuperus.

Headspinner is committed to creating and executing great content for the international market. From kids and family to drama and genre, Ken and Michelle are driven by an unparalleled passion for the creative industry. In 2023, Headspinner has been named #8 on the Digital Production companies list of the Kidscreen HOT50. Their successful series Denis and Me has over 27 million views and close over 380K subscribers on their Denis and Me YouTube Channel while also airing on Family Channel, Wildbrain Kids and various worldwide linear platforms.

<https://www.youtube.com/channel/UCdAmM2RM9tdff8AUjZseiQA>

