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EDYE reveals puppet created by Jim Henson's Creature Shop modeled after its mascot Ray

BROOKLYN, NY – EDYE revealed the Jim Henson's Creature Shop's interpretation of the SVOD service's mascot – *Ray* at the Kidscreen Summit in Miami. The Ray puppet will be the central focus of branded interstitial material and will also be a feature in public appearances and live events.

“Ray” is a friendly and playful manta ray that can as easily swim through deep water as fly high in the sky – able to accompany children on fantastical imaginary adventures. The character was originally created by the Mexican motion-graphics studio *Don Porfirio* and has been part of Edye's branding since the service was born. This puppet allows Ray to evolve from the bidimensional world of illustration and become a live action and interactive character.

Jim Henson's Creature Shop worked its special form of magic on this puppet, making Ray appear like a real-world character that represents Edye's core values of safe and smart entertainment for preschoolers.

Edye is available in over 3 million homes in the US Hispanic and Latin American markets as an SVOD service that is offered *a-la-carte* and through bundle deals by some of the most important Pay TV providers and Telecommunication companies in the region, as well as through all apps stores.

Guillermo Sierra, Head of Television and Digital services for HITN, Edye's parent company, said, “We are very excited to incorporate this new evolution of our mascot into our content offering. Ray is a magical character that represents so much of what the Edye brand is and means for children and their parents. Working with the incredibly talented team at Jim Henson's Creature Shop has been a wonderful experience and the puppet they have created is truly spectacular.”

About HITN-TV:



HITN-TV is a leading Spanish-language media company that offers educational and cultural programming for the whole family. It reaches more than 44 million homes in the United States and Puerto Rico through DIRECTV, AT&T U-verse, AT&T TV, DISH Network, Verizon FiOS TV, Comcast Xfinity, Charter Spectrum, Mediacom, CenturyLink, Prism and Altice, Liberty Cable & Claro (Puerto Rico). Download the "HITN GO" Everywhere app available on Apple, Android, Apple TV, and Roku® with a wired subscription. For more information, visit: www.hitn.org and follow [@HITNtv](https://twitter.com/HITNtv) on social platforms.

About Jim Henson's Creature Shop

Jim Henson's Creature Shop™ provides digital puppetry, animatronic creatures, animation, and soft puppets to the international film, television, theater, live event and advertising industries. Recent credits include *Fraggle Rock: Back to the Rock* (Apple TV+), *Duff's Happy Fun Bake Time* (discovery+), *The Dark Crystal: Age of Resistance* (Netflix), *Word Party* (Netflix), and *Earth to Ned* (Disney+). Based in Los Angeles and New York with satellite shop capabilities internationally, the Shop is known for designing and building some of the world's best-known characters including the *Sesame Street* puppets and the classic *Muppets*, as well as the iconic characters from *Dinosaurs*, *Farscape*, *The Dark Crystal*, *Labyrinth*, and many more. Other feature film credits include *Where the Wild Things Are*, *Forgetting Sarah Marshall*, *Hitchhiker's Guide to the Galaxy*, and *Five Children and It*.

The shop is also known for its live performance work with artists like Coldplay, Cee Lo Green, Kanye West, Lady Gaga and Deadmau5. A recipient of more than 9 Emmy Awards for its outstanding work building puppets for *Sesame Street*, the Shop also received an Academy Award for its visual effects work on the film *Babe*. Other awards include a Scientific and Engineering Academy Award for the Henson Performance Control System, a powerful custom-based interface for puppeteers, and an Emmy Award for its work in developing the Henson Digital Puppetry Studio, a patented control system technology that enables puppeteers to perform computer-generated characters in real time. www.creatureshop.com