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CMG Toons Up Sales for 'Santa Story' (EXCLUSIVE)

The image shows the logo for the American Film Market (AFM). The letters 'AFM' are rendered in a bold, white, stylized font with a registered trademark symbol (®) to the upper right of the 'M'. The logo is centered on a solid black rectangular background.

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Dave McNary (<http://variety.com/author/dave-mcnary/>)

Film Reporter

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Santa Claus is coming to the [American Film Market](http://variety.com/t/american-film-market/) (<http://variety.com/t/american-film-market/>) via [CMG](http://variety.com/t/cmg/) (<http://variety.com/t/cmg/>).

CMG, which has brought the animated “Khumba,” “Zambezia” and “Hoodwinked” to market, is launching international sales with initial footage on 3D animated “[The Santa Story](http://variety.com/t/the-santa-story/) (<http://variety.com/t/the-santa-story/>),” scheduled for a 2015 holiday season release.

“Santa” is being produced by RGH Entertainment at its studios in Los Angeles and Amman. RGH recently completed the animated feature “Postman Pat.”

Story is inspired by author L. Frank Baum’s “Life and Adventures of Santa Claus” and directed by Anthony Bell (“Alpha & Omega”) from a screenplay by David J.

Corbett about a boy named Nick who grew up to become Santa Claus.

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