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## **“Sandy Fox brings Betty Boop to life in a new film for Lancôme Paris by Joann Sfar”**

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**Contact:** Positive PR 818-602-4539

**Represented by:** Abrams Artists, Los Angeles 310-728-1081

**Hollywood, California - August 24th, 2012** – Lancôme Paris has reinvented glamour by bringing together two icons, classic 1930's cartoon star Betty Boop and international supermodel Daria Werbowy in a worldwide campaign to promote Lancôme's latest brand extension Hypnôse Star.

The voice behind the iconic Betty Boop for the worldwide campaign is Sandy Fox, a dynamic voice talent residing in Los Angeles, California. Well known in Hollywood for her childlike voice, Sandy began her voice over career in the early 90's doing kids voices for The Simpsons. She has worked in animation, anime, and live action projects for The Jim Henson Company, Disney, Universal Pictures, Cartoon Network, Nickelodeon and FOX.

Sandy began her career portraying the “Boop oop a doop” girl in 1981 as the featured vocalist for the 1920's jazz group The Coconut Manor Orchestra, singing songs in the style

of the 1920's pop singers Helen Kane and Annette Henshaw, and original compositions by Dick Hyman. She toured jazz clubs and festivals on the east coast for over eleven years with The Coconut Manor Orchestra and opened for legendary jazz musicians Cab Calloway, Pete Fountain, Ray Charles and Dizzy Gillespie to name a few.

In 1991, she was signed by Universal Studios Hollywood and King Syndicate Features as the Official Betty Boop to travel the world portraying the living version of the famed cartoon character. Sandy appeared as Betty Boop on "Good Morning America" as well as hundreds of radio and television publicity appearances nationally and internationally promoting the Hollywood movie studio.

In 1998 she was hired by the Universal Studios theme park "Islands of Adventure" in Orlando, Florida to voice Betty Boop for "The Toon Lagoon Betty Boop" attraction and marketplace. Visitors in the park can still hear her songs and recognizable voice there today.

King Features, the worldwide exclusive licensing agent for Betty Boop, worked closely with Lancôme on the development of the Hypnose Star campaign. Famous French comic book artist and filmmaker Joann Sfar was brought in to direct the exclusive promotional film "Star Eyes". His previous credits include writing and directing *Gainsbourg: A Heroic Life* and *The Rabbi's Cat*. Sfar worked alongside the director of photography from *The Artist*, Guillaume Schiffman, both of whom are César Award Winners. The promotional film was created by WAM // Publicis 133 Lux in Paris and has already received over 2 million hits on YouTube.

"We're thrilled to have Betty Boop associated with a prestige brand such as Lancôme, and we are impressed with Lancôme's appreciation of how Betty could bring a distinctive dimension to the campaign." said Cathleen Titus, King's VP of International Licensing.

Lancôme's campaign premiered in the UK exclusively at luxury department store Selfridges London. The campaign has since launched at retail locations in various European markets, and has made its way to the U.S. this month for an exclusive launch at Sephora. In November, in-store displays with Betty Boop will expand into department and specialty stores including Macy's, Dillard's, Bloomingdales, Saks, Lord & Taylor and Nordstrom.

Betty Boop was first introduced to the public in 1930. She was created by Max Fleischer for his "Talkartoons", the first "talkies" of animation, which Fleischer Studios produced for Paramount. By 1932 she was considered to be the first and only female animated screen star and took the country by storm as a national sex symbol. Today Betty Boop is one of the most popular and successful licensed cartoon characters in entertainment history and is known throughout the world.

"It was a dream come true to fly to Paris and work with Joann Sfar and the stellar teams behind the film. I have been fortunate to portray many different animated characters throughout my life but being the voice of Betty Boop has always been an honor, as she will forever be the Queen of Cartoons." said Fox

Sandy is represented by the Abrams Artists Agency Los Angeles.  
For more information visit the following sites:

<http://www.sandyfox.com>

<http://www.imdb.com/name/nm0199809/>

<https://www.facebook.com/bettyboopvoicesandyfox?ref=hl>

<https://www.facebook.com/pages/Sandy-Fox/129333240449936?ref=hl>

<http://lbonline.com/news/joann-sfar-directs-betty-boop-for-lancome-2/>

<http://www.youtube.com/watch?v=JDUTaz08j5I&feature=relmfu>

<http://itunes.apple.com/gb/app/hypnose-star/id529775615?ls=1&mt=8>

<http://www.bettyboop.com>

