



### **Bombotones at Home, Colombia**

“Come meet the Bombotones family! They do know how to live happily indoors! And this house is so fun and wonderful that it is worth staying in! This is the story of the Bombotones, a family of rabbits who live happily at home; a fantastic and beautiful burrow! Together they live the most wonderful and fun adventures, without ever leaving home, taking care of each other and playing in amusing ways. They have the healthiest routines and above all, they are experts in giving love and supporting each other! The ties of these rabbits are indestructible and their ability to fight for the welfare of all is immense! Bombotones at home is a Colombian series made up of 13 video clips with animated songs aimed for the preschool audience. The series was created by La Mar Media, Bombillo Amarillo, Amalia Restrepo (illustrator) and Nicolás Ramírez (musician). This content seeks to accompany children in times of quarantine due to the COVID-19 pandemic. The show tells the story of a loving family of rabbits who engage in an array of activities and have fun inside their home while taking care of themselves. In the series, which is broadcast on YouTube, imagination and play are present as main thematic axes. The characters use the typical creative fantasy of early childhood to invent situations where roleplay and imagination manage to brighten the lives of children and adults while they are at home. Playtime not only generates pleasure and entertainment among the members of the household, but it also strengthens the bonds between them. The Bombotones use technology to communicate with their grandmother and express all their affection. This comes to show that technology devices help to maintain the bond with the elderly, by taking care of them even at a distance. Bombotones at home is an invitation to see the lockdown as an opportunity to accompany children and their families in the most healthy and entertaining way.”

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