



## **INTERNATIONAL JURY ANNOUNCED TO SELECT 2008 SHAW ROCKET FUND'S \$50,000 PRIZE FINALISTS**

**Calgary, AB – January 15, 2008** – The jury of international experts established to determine the 2008 Shaw Rocket Prize finalists was announced today. The panel will use their industry insight and expertise to review entries from the Canadian children's television industry and create a short list of finalists. The Shaw Rocket Prize honours the year's best Canadian children's, youth and family television programs, with this year's focus on programming for children 12 and younger.

The entries contending for the \$50,000 prize will be announced on February 14th, 2008 at the KidScreen Summit in New York City. A student jury, participating in a school-based media literacy program, will select the 2008 winner. The recipient will be presented with the prize at an industry event on April 30th, 2008 in Toronto.

"The excellent credentials and superior knowledge of the 2008 jury panel is an affirmation of the importance the Shaw Rocket Prize within the industry," said Agnes Augustin, President of Shaw Rocket Fund. "We sincerely appreciate the commitment of the jury panel, whose insight will ensure the very best in Canadian children's programming is selected."

### **2008 Shaw Rocket Prize International Jury:**

**Adina Pitt** – Vice President, Content Acquisitions and Co-Productions Cartoon Network and Boomerang

**Finn Arnesen** – SVP and GM for Original Series in Europe, Africa and the Middle East for Turner Broadcasting

**Frank Dietz** – Head of Acquisition and Coproduction, Super RTL

**Marc Buhaj** – Senior Vice President of Programming, Jetix Europe

**Michael Carrington** – Controller, CBeebies, BBC Children's

Celebrating its fourth year, the \$50,000 Shaw Rocket Prize is one of the largest awards in Canada for children's and youth television programs. The prize honours programs that have significantly contributed to the entertainment and innovative content of youth television in Canada.

"Canada has a legacy of producing quality children's programming and I am honoured to be part of the esteemed jury that will be reviewing all of the submissions. It will be a challenge to select only a few finalists," Finn Arnesen, Senior Vice President and General Manager for Original Series in Europe, Africa and the Middle East, Turner Broadcasting.

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**About the Jurors:**

**Adina Pitt** has nine years of experience working with Nickelodeon, Nick at Nite, TV Land, Nicktoons Network, Noggin, The N, Nick Jr., TNN and Spike TV. Recently, Pitt was named Vice President, Content Acquisitions and Co-Productions for Cartoon Network and Boomerang. In her new role, Pitt will be responsible for identifying, negotiating and acquiring pre-produced series, specials, movies and short-form product that fit the Cartoon Network and Boomerang brands for exposure on all platforms.

**Finn Arnesen** is the Senior Vice President and General Manager for Original Series in Europe, Africa and the Middle East for Turner Broadcasting. He is the representative for TBS International on the Greenlight Committee for Cartoon Network Originals. Arnesen is committed to bringing cartoon fans original European animation, and has worked on hit European co-productions of *The Cramp Twins* and *Robotboy*.

**Frank Dietz** manages the supply of nearly 5,000 half-hour segments of animation each year as the Head of Acquisition and Coproduction at Super RTL, Europe's leader in children's television. Dietz works closely with major animation distributors and producers from around the world and is currently involved in an international rollout of Super RTL.

**Marc Buhaj**, Senior Vice President of Programming for Jetix Europe, oversees all aspects of Jetix content including production, development, acquisition, and multi-media programming. Previously he worked as Vice President of Programming and Scheduling at Cartoon Network and Boomerang in the United States.

**Michael Carrington**, As Controller of CBeebies, Michael Carrington is editorially and creatively responsible for the BBC's youngest children's brand. He commissions all CBeebies content across radio, television, and online; overseeing programming, scheduling, audience research, on-air presentation, marketing, and communications.

**About the Student Jury:**

A jury of Canadian students will choose the \$50,000 winner as part of a school-based media literacy program. The Learning Through The Arts (LTTA) program, one of the most extensive arts-based initiatives in the world, will coordinate the Student Jury.

**About the Shaw Rocket Prize**

Established in 2005 as the largest award of its kind in Canada, the Shaw Rocket Prize is open to independent, Canadian producers of children's, youth and family programming. Now entering its fourth year, the Prize is designed to fuel the children's production industry by supporting and celebrating the best of Canadian television programming for kids.

**About the Shaw Rocket Fund**

The Shaw Rocket Fund is a permanent, independently governed, not-for-profit corporation that is dedicated to supporting the production of high quality Canadian children's, youth and family television programming. Since 1998, the Shaw Rocket Fund has proudly invested over \$65 million toward this important genre. Contributors to the Fund are Shaw Communications, Shaw Pay Per View Ltd., a division of Shaw Cablesystems GP, Star Choice Television Network Inc., EastLink Cablesystems, and Delta Cable Communications Ltd.

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