



**THURSDAY, FEBRUARY 12, 2009**

**INTERNATIONAL JURY SELECTS FOUR OUTSTANDING PROGRAMS  
FOR YOUTHS AND FAMILIES AS FINALISTS FOR THE \$50,000 SHAW  
ROCKET PRIZE**

**New York, NY – FEBRUARY 12, 2009** – The Shaw Rocket Prize is pleased to announce its four finalists for this year's \$50,000 winner-takes-all prize. The 2009 Shaw Rocket Prize recognises this year's best Canadian television programming targeted to youths (13-17) and families.

An international jury of highly esteemed industry experts in children's television and media selected the finalists for the Shaw Rocket Prize. Jury members Adina Pitt, Vice President, Content Acquisitions and Co-Productions, Cartoon Network and Boomerang; Bob Higgins, Head of Creative, W!LDBRAIN; Deirdre Brennan, Director of Programming, Nickelodeon Australia; and Geoffrey Goodwin, Head of BBC Switch, made the announcement at a reception held today during the 10<sup>th</sup> Annual KidScreen Summit in New York City.

"Creating content that speaks directly and positively to the complex realities facing teens, and in some cases families as well, presents an invigorating challenge. The four selected finalists have more than met this challenge, offering a range of fresh and innovative content that reaches and inspires their intended audiences," said Geoffy Goodwin, Head of BBC Switch. "This year's contenders combined motivational content with high production values and innovative outreach, making our task as jurors both challenging and rewarding."

**2009 Shaw Rocket Prize finalists:**

**Fred's Head**

Spectra Animation, Producers Andre Belanger, Luc Chatelain  
Teletoon

**How She Move**

Sienna Film Productions VII Inc., Producers Julia Sereny, Jennifer  
Kawaja, Brent Barclay  
TMN, Movie Central and CBC

**Instant Star, Seasons 3 & 4**

Epitome Pictures Inc., Producers Linda Schuyler, Stephen Stohn  
CTV

**Sticks and Stones**

Productions Hockey Ville Inc., Producers Josee Vallee, Andre  
Beraud, Richard Speer, Timothy M. Hogan, Rick Le Guerrier  
CTV

.../more

“Our finalists this year exemplify what the Shaw Rocket Prize celebrates most - inspiring, innovative, perceptive programming for Canadian youth and families,” says Agnes Augustin, President of Shaw Rocket Fund. “As always, our thanks go out to our respected international jury who have so generously donated their time and expertise to help select a truly outstanding group of finalists.”

Each year, the winner of Shaw Rocket Prize’s \$50,000 award is determined by students from the Royal Conservatory of Music’s innovative *Learning Through The Arts* program (LTTA). Incorporated as part of the classroom curriculum, more than 800 Grade 6, 7 and 8 students across Canada will participate in discussion, evaluation and selection of a winner from today’s finalists.

The winner of the 2009 Shaw Rocket Prize will be announced May 6 in Toronto, ON.

### **About the Finalists**

#### **Fred’s Head** (Spectra Animation)

An irreverent and provocative comedy about the whirlwind life of Fred Leblanc, a bright and perceptive 16-year-old boy. Mixing irony with wacky humour, Fred’s Head shows us the world as seen through teenage eyes. Rampant consumerism, stardom and marginalization are some of the issues with which Fred will struggle to come to terms with all the sarcasm his off-the-wall imagination can muster. [www.spectra-animation.ca](http://www.spectra-animation.ca)

#### **How She Move** (Sienna Film Productions VII Inc.)

How She Move is an energetic, gritty and ultimately inspiring coming-of-age tale about a gifted young woman who defies all the rules as she step dances her heart out to achieve her dreams. Following her sister’s death from a drug addiction, Raya Green is forced to leave her private school to return to her old, crime-filled neighborhood where she rekindles an unlikely passion for the competitive world of step dancing.

#### **Instant Star - Seasons 3 & 4** (Epitome Pictures Inc.)

Have you ever dreamed about being famous? After winning a Canadian Idol-like competition, Jude Harrison is thrust headfirst into the spotlight. Jude navigates the treacherous waters of fame and fortune while fighting for her independence, her freedom of expression and simultaneously balancing her personal relationships. All difficult endeavors for a rock star. [www.instantstar.ctv.ca/index.jsp](http://www.instantstar.ctv.ca/index.jsp)

#### **Sticks and Stones** (Productions Hockey Ville Inc.)

Pee wee hockey players from the US face discrimination when they come to Canada to play in a tournament. It takes the stubborn determination of a thirteen-year-old Canadian boy to convince the Americans that shared values are stronger than political differences and they accept his invitation to come back across the border to take part in a Friendship Game.

### **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 fifth year, the Prize is designed to fuel the children’s production industry by supporting and celebrating the best of Canadian television programming for kids. Visit [www.rocketprize.ca](http://www.rocketprize.ca) for more information about the Shaw Rocket Prize and 2009 finalists.

**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 \$77 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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