



SHAW ROCKET FUND ANNOUNCES 2007 INTERNATIONAL JURY TO SELECT THIS YEAR'S FINALIST PROGRAMS VYING FOR \$50,000 PRIZE

Calgary, AB – January 29, 2007 - The Shaw Rocket Fund announced today its jury panel of industry experts in children's television and media to select the finalists for the 2007 Shaw Rocket Prize, which celebrates and honours the year's best in Canadian children's, youth and family programs.

The finalists contending for the \$50,000 prize will be announced on February 8th in New York during the KidScreen Summit. The winner of the 2007 Shaw Rocket Prize will be presented at an industry event on May 3rd, 2007 in Toronto, ON.

"We sincerely appreciate the commitment of the jurors who bring with them wide-ranging expertise and experience in children's television and production," says Agnes Augustin, President of Shaw Rocket Fund. "Their insight and knowledge will be essential to the selection of Canada's best in programming."

2007 Shaw Rocket Prize International Jury:

Donna Andrews – Dandy Productions, Australia

Malcolm Bird – AOL Kids & Teens, USA

Dea Connick Perez – Discovery Kids, USA

Estelle Hughes - Consultant and former Controller of Children's ITV, UK

The 2007 Shaw Rocket Prize is celebrating its third year and awards one recipient with a \$50,000 prize for the best Canadian children's or youth television program. It is one of the largest prizes of its kind in Canada. The 2007 Prize has been designated for programming targeted at families or teens ages 13 to 17.

The international jury will initially decide on a shortlist of Canadian programs that have greatly contributed to the quality of youth television in value, entertainment and innovative content.

"It's a great honor to participate in identifying this year's front-runners in Canadian youth programming - especially on behalf of an organization such as Shaw Rocket Fund that fosters creativity and innovation for today's generation," said Malcolm Bird, Senior Vice President, AOL Kids & Teens.

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Malcolm Bird, Donna Andrews and Estelle Hughes are new members to Shaw Rocket Prize's international jury. Dea Connick Perez returns to the panel for a second year.

"Canada continues to produce some of the greatest children's programming in the world," says Dea Connick Perez, Discovery Kids USA. "I am very excited to be invited back to join an esteemed group of colleagues and look forward to reviewing the incredible Canadian talent this year."

Of the finalists selected, a national jury of Grade 6, 7 and 8 students from the Royal Conservatory of Music's innovative Learning Through The Arts (LTTA) Program will vote to determine one winner. This year's national student jury will almost double in size to include over 700 student participants. The LTTA is the most extensive arts-based initiative in the world, operating in almost 500 schools across Canada and 12 countries around the world.

Last year's Shaw Rocket Prize was awarded to YTV's hit animation, *Being Ian*, created by Ian Corlett and produced by Studio B Productions.

About the Jurors

Dea Connick Perez has more than 20 years of experience in children's television programming and production, having worked for Nickelodeon, Nick-at-Nite, TV Land and the Cartoon Network. She is currently the Vice President of Programming and Operations at Discovery Kids, which broadcasts on TLC and the Discover Channel.

Donna Andrews is the founder of Dandy Productions, developing and producing a variety of programs for young audiences including *Bambaloo*, *Active Kidz* and the international pre-school series hit, *Five Minutes More*. Prior to launching Dandy Productions, she held various senior positions in Australia's broadcast industry, and was responsible for helping to launch Australia's first digital multi-channel, ABC Kids, dedicated wholly to children's programming.

Malcolm Bird is the Emmy Award-winning Executive Producer of the popular U.S. kids show *Wami and Miami*, and has also served as Head of International Programming for major networks such as Cartoon Network Productions and Hanna-Barbera/Turner Entertainment. He is now the Senior Vice President and General Manager of AOL Teens & Kids and recently launched three new online services for children including KOL for kids, KOL Jr. for preschoolers and RED for teens.

Estelle Hughes first worked in the children's television industry as Head of Development for UK Disney Channel, and was responsible for creatively overseeing multi-territory programming across Europe and Australia. She has since held senior roles at two of the UK's largest children's broadcasters, Children's ITV and Children's BBC, and now consults for various productions, and on policy and channel launches for the independent children's media industry.

For complete jury bios and more information on the 2007 Shaw Rocket Prize, visit www.rocketfund.ca

About Shaw Rocket Prize

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

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 \$54 million towards 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. For more information on the Shaw Rocket Fund and Shaw Rocket Prize, please visit www.rocketfund.ca

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