



For Immediate Release

FINAL FOUR YOUTH PROGRAMS SELECTED FOR 2007 SHAW ROCKET PRIZE

***The best in youth television will contend for \$50,000 prize
with the winner decided by a 700-member National Student Jury***

New York - February 9, 2007 - At the 8th Annual KidScreen Summit held in New York City, Shaw Rocket Fund announced the selected finalists for the 2007 Shaw Rocket Prize, recognising this year's best Canadian television programming targeted for family or youths 13-17 years of age.

An international jury of highly regarded industry experts in children's television and media selected the finalists for the Shaw Rocket Prize. Jury members Donna Andrews, Malcolm Bird, Dea Connick Perez and Estelle Hughes made the announcement at a KidScreen event held last night.

2007 Shaw Rocket Prize finalists:

***Hope for the Future* – Sea to Sea Productions Ltd.**
Producer Teresa MacInnes and Kent Nason

***Instant Star* – Epitome Pictures Inc.**
Producers Linda Schuyler & Stephen Stohn

***Make Some Noise* - Omni Film Productions Ltd.**
Producer Brian Hamilton

***The Snow Queen* – Amberwood Entertainment Corp.**
Producer Chantal Ling

"This year's finalists reflect the scope and ambition of four dynamic producers who respect, entertain and understand their audience. It's been a real privilege to watch the selection of entries and engage in fantastic debate and discussion with such a passionate jury," said Estelle Hughes, Consultant and former Controller of Children's ITV.

"The programs selected today represent the excellent breadth of talent in the Canadian television production industry," says Agnes Augustin, President of Shaw Rocket Fund. "Many thanks to our international jury who have diligently and thoughtfully selected a great 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 700 Grade 6, 7 and 8 students from schools across Canada will participate in discussion, evaluation and selection of a winner from today's finalists.

This year's national student jury has almost doubled in size from last year due to the overwhelming positive response and interest in the Shaw Rocket Prize initiative from schools participating in the LTTA program.

The winner of the 2007 Shaw Rocket Prize will be announced May 3 in Toronto, ON.

About the Finalists

Hope for the Future

Armed with video cameras, 32 students from across Canada travel to the Balkans seeking that often-elusive goal: "*to make the world a more peaceful place.*" HOPE FOR THE FUTURE is an emotional feature-length documentary that records what is often the most memorable event in a student's life, a journey to a foreign land. The inspiration for the trip came from a screening of *Teaching Peace in a Time of War*, a film that documents the efforts of Hetty Van Gorp as she encourages teachers and students to seek peaceful ways of dealing with conflict in schools affected by war in Serbia.

(Sea to Sea Productions, Teresa MacInnes and Kent Nason) www.seatosea.cc

Instant Star

Instant Star is for every would-be guitar Star, secret songwriter and anyone who has ever dreamed about being famous... Winning a recording contract was just the beginning for Jude Harrison. Now she's battling a new set of challenges - the least of which is full-blown celebrity. Season One was about Jude chasing fame. The second season is about everyone else surviving it...

(Epitome Pictures, Linda Schuyler and Stephen Stohn) www.epitomepictures.com

Make Some Noise

What happens when individuals and groups of young people from across Canada take action and become the change they want to see in the world? From their own backyards to a village in Sierra Leone these teenagers and "20-somethings" will stop at nothing to make themselves heard. Some pick up video cameras and risk their lives in the war-torn Middle East, others fight to stop the child sex trade in Cambodia, and others become silent to "speak out" for those who cannot.

(Omni Film Productions, Brian Hamilton) www.omnifilm.com

The Snow Queen

This contemporary interpretation of Hans Christian Andersen's fairytale follows the quest of a brave young girl to overcome evil and darkness. To do this she must embark on a journey through the unknown lands of an enchanting universe. Told through songs, atmospheric music and poems, The Snow Queen is a celebration of the innocence and enduring optimism of childhood.

(Amberwood Entertainment, Chantal Ling) www.amberwoodanimation.com

For more information about the finalists of 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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