



**For Immediate Release**

***Make Some Noise* is the 2007 Shaw Rocket Prize Winner!**

***Compelling documentary series wins \$50,000 prize for best Canadian youth television program***

**Toronto, ON - May 3, 2007** – This evening at an industry event held in Toronto, the 3<sup>rd</sup> Annual Shaw Rocket Prize recognized and celebrated Canada's top four youth television programs. The night culminated with Jim Shaw, CEO of Shaw Communications, announcing the winner of the 2007 Shaw Rocket Prize: ***Make Some Noise***, the documentary series produced by Brian Hamilton and Heather Hawthorn-Doyle of Omni Film Productions, Vancouver. The \$50,000 prize recognises this year's best Canadian television programming targeted for family or youth 13-17 years of age.

"All four finalists have put forth exceptional high-quality programming for families and youth and are shining examples of the talent and creativity of Canada's television production industry," said Annabel Slaight, Chair of the Shaw Rocket Prize. "It was a privilege to have such dynamic and engaging shows vie for this award and we congratulate them all."

***Make Some Noise*** was chosen as the winner among this year's top finalists including ***Hope for the Future*** – Sea to Sea Productions; ***Instant Star*** – Epitome Pictures; and ***The Snow Queen*** – Amberwood Entertainment.

One of the most unique elements of the Shaw Rocket Prize is that students determine the winner. An international panel of industry experts in children's television and media selected four finalists for the Shaw Rocket Prize and close to 700 students in Grades 6, 7 and 8 from 18 schools across Canada cast their votes last month, determining ***Make Some Noise*** as this year's best in youth programming.

"***Make Some Noise*** was awe-inspiring. It was very educational and opened our eyes to what's happening in the world. The art direction was fantastic, the storyline was excellent and the camera work and music were superb!" said one student juror.

The national student jury determined their votes based on what they learned through a series of arts-infused media literacy teaching tools created by the Royal Conservatory of Music's *Learning Through the Arts* (LTTA) program. Over the course of two months, students learned the essential tools to understand what constitutes high-quality programming, collectively comprised a list of criteria and voted to select the winner of the 2007 Shaw Rocket Prize.

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**Make Some Noise – 2007 Shaw Rocket Prize Winner**

*Make Some Noise* is a half-hour, 13-part series showcasing teens and 20-somethings who will stop at nothing to make themselves heard. Some pick up video cameras and risk their lives in the war-torn Middle East, others walk across the country demanding attention and resources to help the over 25,000 teens who attempt suicide annually, while others turn their words into songs on everything from peace to poverty to how to make the world a better place. *Make Some Noise* tells the stories that the news headlines forgot: young people aren't going to wait for adults to change the world.

"I found *Make Some Noise* to be really inspiring. It's a great opportunity for Canadian kids and teens to have their voice heard on issues that they feel are important and that need to be addressed," says Donna Andrews, international juror and Producer, Dandy Productions, Australia. "It's that classic example of actions speaking louder than words that makes this program really special."

**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

For more information about the finalists of the 2007 Shaw Rocket Prize, visit [www.rocketfund.ca](http://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](http://www.rocketfund.ca)

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