



**EMBARGOED UNTIL THURSDAY, FEBRUARY 14, 2008, 8:00 PM ET**

**THREE OUTSTANDING CHILDREN'S PROGRAMS SELECTED  
AS FINALISTS FOR THE 2008 SHAW ROCKET PRIZE**

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

**New York, NY - February 14, 2008** – The Shaw Rocket Prize is pleased to announce its three finalists for this year's \$50,000 winner-takes-all prize. The Shaw Rocket Prize recognises this year's best Canadian television programming targeted for children 12 and under.

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; Finn Arnesen, Senior Vice President and General Manager for Original Series and International Development, Turner Broadcasting; Frank Dietz, Head Acquisitions & Co-Productions, Super RTL; Marc Buhaj, Senior Vice President of Programming, Jetix Europe; and Michael Carrington, Controller, CBeebies BBC Children's, made the announcement at a reception held today during the 9<sup>th</sup> Annual KidScreen Summit in New York City.

**2008 Shaw Rocket Prize finalists:**

**Johnny Test, Season 2 – Cookie Jar Entertainment**  
Producer Pamela Slavin

**Life with Derek, Season 3 – Shaftesbury Films**  
Producers Christina Jennings, Scott Garvie, Daphne Ballon, Laurie McLarty, Jeff Biederman, Suzanne French

**Roll Play – Sinking Ship Entertainment Inc.**  
Producers Blair Powers, JJ Johnson, Matthew Bishop, Elizabeth Haines

"The three selected finalists are programs that engage and truly speak to their audiences. These Canadian programs are world class and easily compete in the tough international environment," says Marc Buhaj. "Selecting the 2008 finalists was an enjoyable process for me and my fellow jurors. We don't usually have an opportunity to collaborate like this and we found the process both fun and productive."

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"The finalists represent exactly what the Shaw Rocket Prize is about - engaging, entertaining and positive programming for young Canadian children," says Agnes Augustin, President of Shaw Rocket Fund. "Many thanks to the international jury who have generously donated their time and tremendous knowledge to select Canada's best."

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 3, 4 and 5 students from schools across Canada will participate in discussion, evaluation and selection of a winner from today's finalists.

The winner of the 2008 Shaw Rocket Prize will be announced April 30 in Toronto, ON.

### **About the Finalists**

#### **Johnny Test – Season 2**

Johnny Test – Season 2 chronicles the adventures of a fearless 11-year-old boy, his genetically engineered super dog Dukey and his 13-year-old super genius scientist twin sisters. When it comes to adventures, Johnny and his super mutt are a team obsessed with pushing the limits – speed limits, time limits and physical limits. Johnny is the ultimate test pilot where no mission is too insane. (Cookie Jar Entertainment, Pamela Slavin) [www.thecookiejarcompany.com](http://www.thecookiejarcompany.com)

#### **Life With Derek – Season 3**

Life with Derek is a live-action comedy about a blended family of three girls and two boys thrown together in the same house when their parents marry. Battling for control is the achiever, Casey, and the schemer, Derek, two type-A personalities who agree only to disagree. (Shaftesbury Films, Christina Jennings, Scott Garvie, Daphne Ballon, Laurie McLarty, Jeff Biederman, Suzanne French) [www.shaftesbury.org](http://www.shaftesbury.org)

#### **Roll Play**

Roll Play is a pre-school television series that gets kids up and moving. Featuring original puppets from the Famous People Players, young children imitate the actions of these fantastical creatures. The kids move as the narrative or musical stories unfold. Original music tracks are created by some of Canada's greatest performers, and also enlists the writing talents of prominent Canadian children's book authors. (Sinking Ship Entertainment Inc., Blair Powers, JJ Johnson, Matthew Bishop, Elizabeth Haines) [www.sinkingship.ca](http://www.sinkingship.ca)

For more information about the finalists of the 2008 Shaw Rocket Prize, visit [www.rocketfund.ca](http://www.rocketfund.ca)

### **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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