

For Immediate Release
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**SCREEN DOOR NEW MEDIA
PARTNERS TO MAKE “EDUTAINMENT” A REALITY
... IN THREE MINUTES!**

*Screen Door New Media, a division of Screen Door Inc.,
is thrilled to announce **3minutehighschool**, an innovative property aimed
at engaging and enhancing students’ learning experiences.*

3minutehighschool catapults the concept of Sparks Notes into the 21st century. Its mission is to inspire kids to learn through an imaginative blend of education and entertainment.

3minutehighschool offers the school curriculum in innovative 3-minute videos, featuring young actors who reflect the diverse ethnic fabric of North American culture.

3minutehighschool will help students learn concepts in all fields of study, including: arts, math, science, history, geography, health, and economics. 3minutehighschool is kids-talking-to-kids, and makes difficult concepts easier to understand. The 3minutehighschool website will enhance the 3minute experience, and offers web sources for further study.

"We created 3minutehighschool because we were all high school students at some point, and we know the challenges of that curriculum," explains **Donald Martin of 3 Minute Edutainment Inc.** "Our goal here is to overcome those challenges by making it entertaining. Our hope is that students will be inspired to go and open a book."

3minutehighschool – Series 1 will produce 100 episodes x 3 minutes – curriculum specific content and 25 plus episodes x 3 minutes of unique Native Canadian content.

Hot on the heels of launching 3minutehighschool, the company will offer 3minuteprimaryschool and 3minutejuniorhigh for the younger set. Plans for Spanish and French versions are in the works as well as format rights for world-wide sales.

An educational advisory committee of leading experts in the field of education and curriculum will oversee content selection and ensure that the specific needs of high school students and their curricula are met. Each script will be vetted and approved by the advisory committee before going into production.

"We are delighted to launch Screen Door New Media division with this brilliant and dynamic kids series," says **Heather Haldane and Mary Young Leckie of Screen Door.** "3minutehighschool and the 3minute brand of primary and junior high webisodes to come,

is a property that promises to catch like wildfire, getting kids engaged and excited about learning."

Screen Door New Media is delighted to partner with 3 Minute Edutainment Inc., a company that meets the exploding demand among increasingly competitive traditional and new media channels by marrying education and entertainment. By using the Internet, mobile and wireless media, along with traditional broadcast, this dynamic property will change the way students learn and communicate among themselves. Providing access to education free of charge and available whenever and wherever, this kind of innovative programming allows kids to learn while having fun.

The Partnership:

Screen Door New Media is a division of Screen Door, an independent Canadian production company formed in 1999 by **Heather Haldane** and **Mary Young Leckie**. The Screen Door mission is to combine a strong narrative and aesthetic vision with a commercial sensibility, in order to create lasting, popular, and high quality film, television and digital properties.

Donald Martin is an award-winning screenwriter and producer. He received the inaugural Gemini Humanitarian Award by the Academy of Canadian Cinema & Television (2001) and Queen Elizabeth's Golden Jubilee Medal (2002) for his work with Foster Parents Plan of Canada. He has over 30 produced TV movies to his credit, along with several feature films and TV series. He received the prestigious Epiphany Prize from Movieguide for writing the most inspirational TV movie of 2008: The Christmas Choir.

Trevor Walton is currently President of Capri Television, a division of Capri Films, based in Toronto. He has the unique distinction of having headed the Movies & Miniseries departments of three television networks in Hollywood over the past eighteen years. At each network, he was a leader and a pioneer, not only in the area of programming but in reaching out to community organizations and using the Internet as a way of creating an ongoing dialogue with its audiences.

Aleksandar Tomovic holds an MBA in Business Management from the prestigious IFAM Business School in Paris, where he also worked as a Development Associate. At IFAM, he worked with the Dean on curriculum development, managed the selection of professors, and brought the school into the 21st century by applying the latest means of high-tech communications to its operating systems. His expertise in the field of new media has led him to create, design, and manage some of Europe's premiere award-winning web sites.

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