

## TELETOON CREATIVE SPARKS CONTEST WINNERS SET TO ANIMATE THEIR WORLD

(Toronto, June 11, 2004)- HAVE YOU EVER SECRETLY WANTED TO VOICE AN ANIMATED CHARACTER OR CREATE A CARTOON THAT WOULD AIR ON NATIONAL TELEVISION? The grade 4/5 class of Mrs. Susie Segal at Roywood Public School in Toronto, Ontario will be living this dream over the next several weeks having won the GRAND PRIZE in TELETOON'S Creative Sparks School Program Contest.

These excited students have won the prize for their story "The Magic Sock" in the national, optional contest that is part of the TELETOON Creative Sparks School Program, a Grades 4-6 arts + literacy curricular program. Over the course of five days the class will work with a professional animator to refine their story and artwork. Then they go to studios to create frame-by-frame stills, audition and select their best classmates voices, and choose sound effects and music. The final, edited, one-minute cartoon will be copied for each student, and it will air on TELETOON television station throughout summer 2004. TELETOON will cover all costs, including busing, supervisory teacher time, studios and animators' fees. The approximate value is \$15,000.

Two runner-up classes will receive a one-half day workshop with a professional animator to expand their skills. FIRST PRIZE- Ms. Monica Pecek's grade 6 class, École Montessori d'Ottawa, Ottawa, Ontario, for story "L'expédition du Mont-Everest". SECOND PRIZE-Ms. Anne Masson's grade 4 class, Southwood Park Public School, Ajax, Ontario, for story "Troll Trouble".

During the school year, program-applicant teachers used their 100-page Teachers Guide of lessons and worksheets and *Sandylion* stickers to introduce the essentials of storywriting, artwork creation, storyboarding, animation and media literacy. The supplied curriculum chart outlined how each grade teacher in each province could address these topics. They also showed their students how to create their optional contest entry. Further information can be found at [www.teletoon.com/CreativeSparks](http://www.teletoon.com/CreativeSparks).

Over the five years of this award-nominated, bilingual program, approximately 125,000 Grades 4-6 students across Canada have developed better literacy, arts, media literacy, and teamwork skills. They have learned about writing, graphic design and animation careers. Their imaginations have been "sparked" to view the world more creatively. Teachers and parents have written that previously uninterested students have developed an excitement for these subjects.

TELETOON has worked with Children's Creative Marketing Inc. for the past 5 years to create and update the Creative Sparks program. CCMI is a company that has been creating responsible, national, corporate sponsored school programs since 1992. The program is written to Pan-Canadian education standards by a veteran educator. This is the last year the program will be offered in its current form.

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