



PRESS RELEASE

For Immediate Release

May 4, 2007

MAKE SOME NOISE HEARD LOUD AND CLEAR BY KIDS AND WINS SHAW ROCKET PRIZE

Vancouver, B.C. – *Makes Some Noise*, an extraordinary series about young people from across Canada who are trying to make this planet, and the people in it better off, has been awarded the Shaw Rocket Prize. Produced by Omni Film Productions Limited and broadcast on CBC, *Make Some Noise* was named the winner of the \$50,000 children's and youth TV programming award at a Toronto gala on Thursday, May 3, 2007. An international jury of broadcasters short-listed the nominees and a national jury of more than 700 grade 6, 7 and 8 students voted for the winner.

Make Some Noise is a 13-part half hour 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 fight to stop the child sex trade in Cambodia, while others become silent to "speak" out for those who cannot. Meet a group of kids who not only talk about making a difference but are actually doing something.

One grade 8 student juror was quoted on the Shaw Rocket website: "Some people say that a show can't be educational and entertaining but *Make Some Noise* was definitely both. The sound and camera were excellent and keep you entertained. The story line gets you into it, it grabs your attention. I think more shows like this can make a difference in the world because more people would be inspired to do good."

"Winning the Shaw Rocket Prize is such an honour because it's the kids, our target audience, who have voted and chosen *Make Some Noise* as their favourite television show," says Omni Partner Brian Hamilton, who executive produced the series along with Omni President Michael Checkik.

"This series enters the scene at a perfect time, activism is cool," says series producer Heather Hawthorn-Doyle. "By featuring compelling characters, great visual storytelling, and killer music from some of the best indie bands from across the country, we were able to strike an emotional chord with the student jurors, many of whom came up to us at the awards and said that they were so inspired by the show, that they're now planning ways that *they* can change the world. That was so powerful!"

"*Make Some Noise* was a 'from the heart' project for everyone who worked on it - a true labour of love," explains Hawthorn-Doyle. "For me personally, as a mom of teenagers, it was an honour to work on a series that showcased teenagers the way they really are. It tells the stories the news headlines forgot – young people are changing the world, for the better – and they're not going to wait for an adult to lead the way!"



Make Some Noise is filmed uniquely, part music video, part guerilla filmmaking, and part behind-the-scenes glimpses into a world most of us never knew existed. Telling their own stories in their own distinctive styles, young people candidly share their fears, triumphs, challenges and visions. *Make Some Noise* has a soundtrack that is completely in tune with the stories told and has more than 60 original songs from 30 Canadian bands. The music, the stories and the people demand your attention and make every moment meaningful. The series currently airs on CBC on Saturday afternoons. (www.cbc.ca/makesomenoise)

The Shaw Rocket Prize was established in 2005 as the largest award of its kind in Canada. The Prize is designed to fuel the Canadian children's television industry by supporting and celebrating the country's best kids' programming.

Vancouver-based Omni Film Productions Limited (www.omnifilm.com) is a busy television production studio with seven projects in production and just as many in development with broadcasters. For 26 years Omni Film has produced over 200 hours of award-winning documentaries, factual and lifestyle series, drama and comedy series. Their success has been, in part, due to their ability to consistently produce a diverse slate of quality and entertaining programming. Together with sister companies Water Street Pictures and Water Street Releasing, Omni is a complete film and television production and distribution entity. A few shows currently in production are *West Coast Tsunami*, a two-hour documentary for CBC; *Robson Arms* (season three), the critically acclaimed dramatic comedy series for CTV; and *She's Crafty* a hip new craft series for HGTV.

- 30 -

For more information on Omni Film Productions Limited, please contact Paul Holman of AHA Creative Strategies at 604-303-1052 or via email at paul@ahacreative.com.