



PRESS RELEASE

For Immediate Release

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She's Crafty To Air On HGTV

Vancouver, B.C. – Who says crafts can't be hip and stylish? *She's Crafty* is a groundbreaking design show that dares to cross the line between craft and design – it's a modern girl's guide to crafting! Airing in prime time Monday's at 8:00 p.m. EST (9:00 p.m. PST) on HGTV beginning October 1, 2007, *She's Crafty* is a 23 x 30 series produced by Omni Lifestyle (a division of Omni Film Productions Limited) and Love Your Work Productions, Inc.

She's Crafty is hosted by long-time crafter and television pro Wendy Russell who is sassy, fun and as handy with a power drill as she is with a sewing machine. Wendy entertains and inspires crafters and wannabe crafters alike with the latest in do-it-yourself home décor – all without breaking the bank!

How about an uber-cool lamp from vintage slides; a 60's inspired mod room divider; or a poster turned into a stunning impressionist piece of wall art? This is definitely not your mother's macramé! These high end designs are captured in glorious detail with stunning HD visuals – a river of resin pools onto a glittered table, silver scissor blades slice through fabric, the blade of chisel shatters a piece of slate; crafting never looked so gorgeous, so lush, so stylish!

"We are thrilled to have this series on HGTV, it's the perfect venue," says Heather Hawthorn-Doyle, Executive Producer and Head of Omni Lifestyle. "Whether it's the great designs, laughs or Wendy's special guests, there is something for everyone with this entertaining lifestyle series. *She's Crafty* has been so well received that as soon as we finished filming the first 13 episodes, HGTV asked for more!"

"We are pleased to have *She's Crafty* premiering on HGTV this October," says Tanya Linton, Director of Original Programming, HGTV. "With Wendy Russell's unique approach to crafting, her outgoing personality and sassy style, we think this series will appeal to veteran crafters and rookies looking for new ways to brighten up their home."



Love Your Work Productions, Inc. is a Vancouver, B.C. based production company founded in 2001 by actress Wendy Russell. Russell wanted to create interesting, engaging shows and discovered a love of producing, the next logical step for her career in 'the biz.' Along with *She's Crafty*, Love Your Work Productions producing credits include two how-to-craft DVD's entitled *MOD* and *MOD Kids* (also hosted by Russell) that were sold on The Shopping Channel, and the short film *MAN FEEL PAIN* (winner of BravoFact! Award for Best Short Film at the 2004 Toronto International Film Festival).

Omni Lifestyle, is a division of the award winning Omni Film Productions Limited, and is celebrating major success after just one year in business with two series and three development deals underway. This division is headed by award-winning producer/director Heather Hawthorn-Doyle who has been responsible for thousands of hours of programming including producing CBC Television's Gemini nominated *Make Some Noise* (winner of the Shaw Rocket Prize and the NHK Japan Prize). Heather Hawthorn-Doyle has an international reputation for making visually distinctive programming with strong hosts and for bringing together great teams to produce exceptional television.

Vancouver-based Omni Film Productions Limited (www.omnifilm.com) has just been nominated for 18 Gemini Awards, at least one for every Omni show that aired in 2007. For 27 years Omni Film has produced over 200 hours of award-winning drama and comedy series, documentaries, factual and lifestyle series. Their success has been, in part, due to their ability to consistently produce a diverse slate of quality and entertaining programming. Together with subsidiaries Omni Post and Water Street Releasing, Omni Film is a vertically integrated television production, post-production and distribution entity. Some 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 *Word Travels* for OLN.

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For more information on *She's Crafty* or to set up an interview with Wendy Russell, please contact Paul Holman of AHA Creative Strategies at 604-303-1052 or via email at paul@ahacreative.com.