

ePLANET



PRESS RELEASE

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AWARD WINNING EPLANET RAINFOREST QUEST CENTRAL AMERICA PROMOTES INSPIRATION IN CHILDREN TO TAKE ENVIRONMENTAL RESPONSIBILITY

Philadelphia, PA -- May 2010 -- With the crisis in the Gulf of Mexico unfolding daily, it has become more important than ever for children to learn how and why to take environmental responsibility. Children's programming of the past tried to use fear to create motivation, but tended to leave children with no clear idea of exactly what they might begin doing **today**, particularly in their own communities. Through the animated characters of **Timo** and **Dina**, producer **Carlos Fink** is **inspiring** children to take environmental responsibility, by showing them the value of our environment, and what others are already achieving through their environmental work. **ePlanet Rainforest Quest**



Central America takes children on an exotic adventure where they learn about the unique and fascinating environmental characteristics of **Mexico, Belize, and Costa Rica**, then shows them what people in those countries, and communities like their very own, are achieving through their environmental work.

The program is supported by a website: www.eplanetkids.com which expands on many of the subjects examined in the video program.

The **Coalition for Quality Children's Media** awarded Writer / Director / Producer **Carlos Fink** their **KIDS FIRST!** endorsement* for his **ePLANET -- Rainforest Quest / Central America** children's environmental, educational program. (* Endorsement is the highest of three possible levels of recognition.) The **Coalition for Quality Children's Media** is a national, nonprofit organization founded in 1991 whose mission is to teach children critical viewing skills and to increase the visibility and availability of quality children's media. The Coalition is a voluntary collaboration comprising more than 10,000 media professionals, lobbyists, policymakers, child advocates, educators, parents and families nationwide. additional information on their organization and endorsement can be obtained at www.kidsfirst.org



The series on **Central America** has also won a 2009 Telly Award in the **Children's Audience** category.

Series One begins with an introduction to the majestic jungles of **Central America**.

In **Mexico** children are taken to the **Sian Ka'an Biosphere** in **Quintana Roo** on Mexico's Yucatan peninsula. **Timo** and **Dina** explore over **1.3 million acres of protected rainforest** that provides home to **more than five thousand indigenous people, thousands of plants, and hundreds of species of birds, animals, fish, and reptiles.**

The biosphere of **Sian Ka'an** in Mexico contains **tropical forests, lagoons, beaches, mangrove**

forests, cenotes, and coral reefs. Children see birds like **toucans, pelicans, and flamingos,** and **lots of reptiles including the crocodile.**

Next stop is **Belize,** where **Timo** and **Dina** visit **one of the world's most ecologically friendly nations.** They take a trek down the **Medicinal Trail,** where children learn about **the connection between plants and medicine.** They will see how **Belize is a sanctuary to many rainforest animals.** The protected forests of Belize **are home to about one hundred and fifty species of mammals and over five hundred species of birds.** They will also see **tapirs, howler monkeys, jaguars, and an astounding display of butterflies.**

The last stop is **Costa Rica, one of the world's most most spectacular garden nations.** The program displays Costa Rica's extraordinary wealth of flora and fauna.

Timo and **Dina** host the children's journey through **an incredible cloud forest, then traverse the jungle canopy on a series of hanging bridges, then learn about the role the Arenal volcano plays in maintaining the health of the jungle.** The children then learn about **snakes, iguanas, leaf cutter ants, coatis, and sloths.**

The program then moves beyond the exotic locations to more familiar surroundings: **classrooms, parks, and nature centers** where students are shown **making a difference in their own communities.**

Series Two: ePlanet Rainforest Quest Pacific Northwest is now in development.

Producer / director **Carlos Fink's** programs will leave children with the message that yes, we have environmental issues to deal with, **but people are working hard to resolve environmental issues, and in many cases achieving success. And there are very simple things that we can all do in our everyday lives, beginning today, to help improve our environment.**

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The current completed version is in English, but since the two main characters are animated, the program is easily adapted to any other languages. A Spanish language version is currently in production.

Writer / Director / Producer **Carlos Fink** is available for interview by appointment.

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