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media release

TVO's GET READY FOR SCHOOL DVD HITS MAJOR CANADIAN RETAILERS THIS WEEK

- **TVO and Mongrel Media Partner to give young learners a head start in the classroom**

Toronto, August 6, 2009 — As of August 4 TVO's *Get Ready For School* DVD is available through major Canadian retailers including Chapters Indigo, Walmart, Best Buy/FutureShop, Loblaw Superstores, Toys "R" Us, HMV and others, thanks to a new distribution and revenue partnership between TVO and Toronto-based distributor Mongrel Media.

"At a time of year when parents and caregivers across the country are preparing young learners for that first day at school, who better to help demystify the kindergarten classroom than TVO's Gisèle and friends," said TVO Chief Executive Officer Lisa de Wilde. "We're delighted to be working with Mongrel media to broaden access to our trusted TVOKids content beyond the TV and computer screens."

The *Get Ready For School* DVD features Sticks the squirrel as he prepares to go to school for the first time. Supported by his *Big Backyard* friends Gisèle, Melvin the skunk and Jay the blue jay, Sticks explores the fears and concerns that all preschoolers face: How do I make a friend? What do I do if I have a question? What if I get hungry, or have to use the bathroom? Along with the engaging six-part *Get Ready For School* video series, the DVD set features the computer animated *Polkaroo's Number Wonders*, plus a special CD-ROM collection of games and activities that kids and parents can do together. Only *Gisèle's Big Backyard* offers this unique content, all designed with educators to complement the learning goals of the Ontario kindergarten curriculum.

"This is an exciting test for TVO on several fronts," added de Wilde. "It not only allows us to pilot a retail distribution vehicle, it opens up access to another new revenue stream -- and increasing self-generated revenues is essential to building a sustainable business model for TVO."

About TVO

TVO is Ontario's public educational media organization and a trusted source of interactive educational content that informs, inspires and stimulates curiosity and thought. TVO's vision is to empower people to be engaged citizens of Ontario through educational media. For more information, visit tvo.org or visit TVO's new social media press room at tvo.digitalsnippets.com

Where to find TVO

Cable channel 2 (channel may vary in some areas), Bell TV channel 265, Star Choice channel 353. For more information, visit tvo.org.

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Media contact:

Jill Javet VP, Corporate Relations TVO

Tel: 416.484.2630 Mobile: 416.230.6869

jjavet@tvo.org

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