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FOR IMMEDIATE RELEASE

New Cartoon 'Theo' Available For Review, Giveaway during Holidays

Children around the World Benefit from 'Buy One, Give One' Campaign

WHAT: "Theo" uses high-quality animation, timeless Bible stories and liberal doses of humor to guide young-at-heart audiences through a systematic study of the foundations of Christianity. The first DVD in the series, "God's Love," includes three full-length episodes, "Saving Faith," "Loving Obedience" and "Forgiveness," as well as the bonus episode, "Good News."

Everyone who buys a "Theo" DVD has an opportunity to participate in the "Buy One, Give One" campaign. Whitestone Media, which produced the cartoon, and Child Evangelism Fellowship will match the purchase by sending a child in need a free "Theo" DVD. The buyer can designate online the region of the world where it should be sent. The cartoon is available in English, Spanish, Portuguese, Mandarin, Hindi and Japanese. CEF works in 170 countries, including the United States.

WHO: **Mike Joens**, the founder of Whitestone Media and creator of "Theo."

The release of "Theo" was the culmination of a 33-year-old dream for Joens. He came up with the idea in 1978, but he first worked many years on other projects, such as "McGee and Me!" and "Adventures in Odyssey"

In 2000, when most producing jobs were being outsourced to other countries, he lost his job and began working for his father-in-law's company as a machinist. His dream of making "Theo" seemed to be over. But then he found the financing to start his own Christian animation studio, and production soon began on "Theo."

WHEN/WHERE: By appointment via telephone

NOTE:

For a review copy of "Theo" or to schedule an interview with Mike Joens, contact Steve Yount of A. Larry Ross Communications at 972.267.1111 or steve@alarryross.com.