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FOR IMMEDIATE RELEASE

Child in Need Will Get Free DVD Of 'Theo' for Every Cartoon Purchased

Buyers of Christmas Gifts Can Join 'Buy One, Give One' Campaign

WHAT: Whitestone Media, producers of the "Theo" cartoon, and Child Evangelism Fellowship have teamed up to provide a free "Theo" DVD to a child in need through the "Buy One, Give One" campaign. Any consumer who purchases "Theo" for a Christmas or birthday gift can designate online the region of the world where the accompanying free DVD will be sent. "Theo" is available in English, Spanish, Portuguese, Mandarin, Hindi and Japanese. Child Evangelism Fellowship works in 170 countries, including the United States.

"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," and is available at retailers nationwide.

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.