

For Immediate Release

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Platinum-Winning *McGee & Me* Team Join Together Again Tyndale Entertainment and TLC Entertainment Commit to Bringing God's Commandments to the Children of the World

Wheaton, IL—More than ten years ago, Tyndale Entertainment and TLC Entertainment of Studio City, CA, produced and released the ground-breaking and multi-platinum award winning children's video series, *McGee & Me!* Now, the two companies have joined together again to launch the *Kids' Ten Commandments Project*, a new movement to bring God's commandments to the children of the world.

Doug Knox, senior vice-president and publisher, comments, "Tyndale and TLC rocked the world of children's video with *McGee and Me!* and this phenomenal success has led to the amazing opportunity to change the world again with the *Kids' Ten Commandments Project*."

Although, Knox says, the Ten Commandments are held in high regard, most studies show that kids do not know them or at best can name one or two. The *Kids' Ten Commandments Project* aims to change that with videos, board games, books, and curriculum that make learning and living the commandments in real life fun and easy.

George Taweel, co-founder and partner of TLC Entertainment, said, "Everyone talks about the Ten Commandments, but there is a dearth of product on the market that addresses this issue in a fun, contemporary, relevant, memorable, and entertaining manner. K10C (Kids' Ten Commandments) answers this need in the marketplace, and hopefully the combination of TLC and Tyndale will make it possible that millions of kids around the world will be affected by this project."

TLC Entertainment approached Tyndale with the idea of bringing the Ten Commandments to children around the world, a vision that Tyndale embraced and committed to. The first initiative in the movement is a video and DVD series, scheduled to release in early 2003.

"From the *Living Bible* to *Left Behind* to *McGee and Me!* Tyndale has always pushed forward to bring high quality new ideas to the Christian marketplace," said Rob Loos, co-founder and partner of TLC Entertainment. "We're proud that they have devoted so many resources to K10C (Kids' Ten Commandments) to try and make sure every child in America gets to see this series."

Tyndale is putting major muscle behind the launch of the *Kids' Ten Commandments Project* with a \$250,000 marketing campaign.

“We are asking retailers to join a movement to get the Ten Commandments into the hearts and minds of the children in the communities they serve,” Knox said. “To us this is a much bigger opportunity than releasing a new product; this is an opportunity to really make a lasting difference in the lives of hundreds of thousands and possibly even millions of kids.”

Since founding TLC Entertainment in 1989, Emmy award-winners George Taweel and Rob Loos have enjoyed an incredible string of 35 consecutive platinum or double-platinum home video releases, including the best-selling *McGee and Me!* series. The company, which is based at CBS Studio Center in Studio City, CA, produces live-action and animated series, specials, and stage productions that have appeared in over 75 countries and garnered over 65 awards.

Tyndale Entertainment, which brought *The Last Chance Detectives*, *McGee & Me!*, and *The New Adventures in Odyssey* to market, is a division of Tyndale House Publishers based in Carol Stream, Illinois.

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