

For Immediate Release

Contact: Debbie Lykins, 630-784-5397
debralykins@tyndale.com

Major Hollywood Talent Comes Together to Share God's Commandments Mini-Movie® Series Exclusive to CBA Market through Fall 2003

Wheaton, IL—Fueled by Emmy and Tony award winners and Oscar nominees, a dramatic mixture of 3-D and 2-D animation techniques, and innovative music, ***Kids' Ten Commandments***, a new five-part animated **mini-movie®**, communicates the importance of the Bible's Ten Commandments to children in a bold new light. Distributed by Tyndale Entertainment, and produced by TLC Entertainment in association with SMEC Media and RichCrest Animation, ***Kids' Ten Commandments*** will release exclusively in the CBA market through fall 2003.

Each of the five episodes features major Hollywood and Broadway voice talents including Peter Strauss, Paul Winfield, Jodi Benson, and Jessi Corti, dramatic underscoring by James Covell (*Left Behind: The Movie* and *McGee and Me!*), original songs by Pamela Phillips Oland (*102 Dalmatians* and *The Sopranos*), and animation designed by top animators from leading studios.

"When I travel the country I get tired of people asking, 'How come nothing good ever comes out of Hollywood?'" said Rob Loos, co-founder and partner of TLC Entertainment. "With ***Kids' Ten Commandments*** we are bringing Hollywood's top talent with a positive message to the kids of the world to make society a better place."

Throughout the series, kids of all ages will relate to the adventures of 11-year-old Seth and his clever animal friends as they learn from Moses and other characters from the Bible how the Ten Commandments apply to their lives. In each of the five releases, stories that weave in the lessons of two commandments will have kids laughing, singing, and learning.

One of the goals of the project is to help kids understand that God *really* did speak with Moses and then wrote the commandments in stone with his own finger. The production team worked with an eight-member advisory board comprised of today's leading pastors, rabbis, educators, and Bible scholars, including Dr. David Talley from Biola University and Dr. Alan Meenan of First Presbyterian in Hollywood, to ensure biblical and historical accuracy.

"Finally kids of today will see what it was like to live in the camp of the people of Israel at the base of Mount Sinai," said Rob Loos, co-founder and partner of TLC Entertainment. "Can you imagine what it was like to look up at the mountain and see the amazing power of God? We want to make that experience real for today's kids."

The first episode, *The Not So Golden Calf*, will release on video and DVD in February 2003. The story focuses on the first two commandments: "Do not worship any other gods besides me," (Exodus 20:3, NLT) and "Do not make idols of any kind" (Exodus 20: 4-6, NLT).

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The Not So Golden Calf stars:

- Emmy-Award winner **Peter Strauss** (*Masada, The Jericho Mile*) as Moses
- Emmy-Award winner **Paul Winfield** (*Sounder, Picket Fences*) as Shadi, the wise camel
- **Jodi Benson** (*The Little Mermaid, Toy Story II*) as Martha, the sweet lamb, and Seth's mom, Leila
- **Jessi Corti** (Broadway's *Les Miserables, Beauty and the Beast*) as Jacob, the golden calf
- *Special Guest Star*: **Tim Curry** (*Family Affair, Charlie's Angels*) as the evil calf worshiper, Hazzaka
- **Chris Marquette** (*The Mummy, The Prince of Egypt*) as Seth
- **Brian Cummings** (*Beauty and the Beast*) as Aaron and God
- **Jeannie Elias** (*Dennis the Menace, Zorro*) as Rachel and Zillah
- **Mona Marshall** (*Monsters Inc., Treasure Planet*) as Miriam
- **Maurice La Marche** (*Pinky and the Brain*) as Amos the Rat
- Emmy-Award winner **Rob Paulsen** (*Pinky and the Brain*) as Zeek

In *The Not So Golden Calf*, the people of Israel lose faith while Moses (*Peter Strauss*) is up on Mount Sinai and are convinced by Hazzaka (*Tim Curry*), the leader of the evildoers, to build and worship a "golden calf." Hazzaka selects Seth's calf, Jacob (*Jessi Corti*), as the "model" for the idol. In the midst of their new popularity, both Seth (*Chris Marquette*) and Jacob get big heads and turn their backs on God. Thankfully, before things get out of hand, Moses returns with the Ten Commandments to reinforce that there is only one living God, and worshipping someone or something above God is a huge mistake.

"When DeMille filmed the Ten Commandments in the 1950s he brought Hollywood's best to the project, and we wanted to do the same thing in the animated world," said Loos. "K-10-C really pushes the high end of a direct-to-video release."

The Not So Golden Calf will also be available in DVD with special, DVD-only features. Kids will be able to play songs from the show, skip to ten "favorite scenes," skip forward directly to "God" reading the commandments featured in each show, as well as see a full list of all Ten Commandments and a few additional surprises.

To encourage retailer participation in the K-10-C movement, Tyndale Entertainment has designed a special endcap kit that is available to retailers at no additional charge. It has also created an "Event-In-a-Box" promotional kit that will allow retailers to invite families into their stores to get a sneak peak at *The Not So Golden Calf*. The kit includes movie posters, bulletin inserts, advertisements that can be customized, and postcards that can be sent to the store mailing list.

"Tyndale believes strongly that K-10-C can affect a generation of kids with God's Word," said Nancy Clausen, Tyndale Entertainment marketing manager. "People need to see K-10-C—and we want to give them every chance to do that."

Founded in 1988 by George Taweel and Rob Loos, TLC Entertainment specializes in writing, producing, and directing all forms of family entertainment. Over the past 15 years, TLC

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The Not So Golden Calf/Tyndale Entertainment/3.3

Entertainment has targeted growing family audiences by producing live action, animation, and single camera film projects for television and home video, including a diverse slate of series and specials such as *Captain Kangaroo*, *McGee and Me!*, and *The Christmas Lamb*. TLC's direct-to-video **mini-movies**[®] have yielded over 70 Gold and Platinum selling video titles, and 68 awards for creative excellence. TLC programs air in over 80 countries worldwide and have spawned nearly 100 licensed products. TLC is producing *Kids' Ten Commandments* in association with SMEC Media, one of China's top animation studios, and RichCrest Animation, the company behind the feature film releases *Swan Princess* and *The King and I*.

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.

Coming February 2003...

The Not So Golden Calf

Run Time: Approximately 30 minutes

Age Level: 6-11

Video: 0-8423-7595-3, \$14.99

DVD: 0-8423-7605-4, \$17.99

Endcap Kit: 0-8423-8324-7, N/C

Event-In-A-Box Kit: 0-8423-8329-8, N/C

Movie Poster: 0-8423-8325-5, N/C

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