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FOR IMMEDIATE RELEASE

## **BOZ, THE GREEN BEAR NEXT DOOR GOES TO SUNDAY SCHOOL**

### **New Cook Communications Ministries Partnership with Exclaim Entertainment's DVD Series to Enliven Bible Lessons for Preschoolers**

**Dallas, Jan. 12, 2007** – Exclaim Entertainment, the children's entertainment company that is home to the lovable new "BOZ, The Green Bear Next Door" DVD series, is pleased to announce a new partnership with Cook Communications Ministries, which provides curricula and other resources to as many as one in five churches in the U.S., and around the world. "BOZ" will bring energy and excitement to Sunday school classes around the country, and will infuse wonder about God's world into new Bible lessons for preschoolers.

"BOZ has such a fun and unique way of communicating with children, while at the same time helping them learn important things about God and the world around them. It will be wonderful to see BOZ in the Sunday school classroom on a weekly basis," said Dennis DeShazer, co-founder of Exclaim Entertainment.

"The resources produced by Cook Communications Ministries are always top-quality, stimulating children's minds as they grow and learn," said Jon Green, co-founder of Exclaim Entertainment. "We look forward to working alongside Cook to develop and distribute materials that meet the needs of ministries and families."

In addition to churches and ministries wanting new original preschool materials, there's a real trend today for Christian parents to become increasingly involved in their child's spiritual formation and discipleship at home. "The heart of the Cook Communications Ministries and Exclaim Entertainment alliance is to fuel this trend, enabling parents to be their child's first teacher about spiritual truths and giving churches the tools to help parents," said Janet Lee, Cook Communications Ministries publisher for children's products. "Cook's BOZ resources will be innovative, creative, and easy for parents and teachers to use to disciple preschool-age children."

The plan calls for Cook Communications Ministries to begin releasing BOZ products in the fall of 2007, in a staggered launch, distributed directly to churches, consumers, and the homeschool market, as well as through Christian and general market retailers. The new line of products will include:

- **BOZ The Bear Big Book of Bible Fun, God's World and Me**, BOZ-directed preschool activities let kids discover God's amazing world while having fun.
- **BOZ The Bear Faith 'n' Fun Kit**, faith-based activities, devotionals, and learning toys for use alongside the BOZ DVD with preschoolers at home or in groups.
- **A complete curriculum kit** provides one full year of biblically-based, kid-fun lessons from early childhood experts. This will be adaptable for all kinds of group uses, from small groups to daycare settings and home schooling, to mid-week programming and neighborhood outreach. These materials can also be used for the preschool Vacation Bible School market.

Teachers and parents alike know that preschoolers are designed to learn and they love to play. BOZ, The Green Bear Next Door allows them to do both at once. Through endorsements from FamilyLife and MOPS (Mothers of Preschoolers) organizations, and the Dove Foundation's "Family Approved" seal, parents already know that BOZ is a trusted friend. The addition of these new BOZ resources will further help them teach their children – mind, body, and spirit. While preschoolers are learning about colors, shapes, and manners, they will also be learning about God's love for them.

"The Cook/Exclaim Entertainment alliance is really an ideal new venture for us," said Cris Doornbos, president of Cook Communications Ministries. "Through 'BOZ,' Exclaim Entertainment encourages and empowers parents to embrace and fulfill their roles as Christian educators at home much in the same way that Cook promotes and facilitates Christian education in churches. This is going to be a fun and exciting venture that will touch the lives of children for eternity."

"Every week, millions of children experience a Cook resource in American churches," Lee added. "We couldn't be happier about having BOZ join us in expanding this important market by helping preschoolers learn about God and their world in the loving, safe environments of home and church"

Four "BOZ, The Green Bear Next Door" DVDs have been released since the series' introduction last spring. The most recent release, "Thank You God For . . . Adventures in Imagination" hit stores in early November. Several more DVDs, plus audio CDs, are in development for release during 2007.

Green and DeShazer co-founded Exclaim Entertainment in 2003 to produce quality family entertainment with a Christian perspective. More information can be found at [www.exclaimentertainment.com](http://www.exclaimentertainment.com).

Founded in 1875, Cook Communications Ministries is a nonprofit organization and a leading provider of Christian resources for the local and global church. Headquartered in Colorado Springs, CO., Cook has extended facilities in Elgin, IL., a Canadian distribution division in Paris, ON., and a European office, Kingsway Music, in Eastbourne, UK. The proceeds from Cook product lines—Honor Books, FaithKidz, NexGen, River Oak, Life Journey and Victor—fuel Cook's international ministry projects. In recent years alone, Cook resources have touched the lives of four million children in India and nearly one million people in Cuba. For more information on Cook, visit: [www.CookMinistries.com](http://www.CookMinistries.com).

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***For more information on BOZ The Bear, to request a DVD screener or an interview with BOZ's creators, please contact Melany Ethridge at [melany@alarryross.com](mailto:melany@alarryross.com) or (214) 912-8934. Press materials are available online at [www.alrcnewskitchen.com/bozthebear](http://www.alrcnewskitchen.com/bozthebear).***