



a.larry.ross
com.mu.ni.ca.tions

news release

4300 Marsh Ridge Road • Suite 114 • Carrollton, TX 75010
972.267.1111 • 972.267.3535 (fax) • www.alarryross.com

FOR INFORMATION CONTACT:
Melany Ethridge (214) 912-8934
melany@alarryross.com

FOR IMMEDIATE RELEASE

MORE EARLY LEARNING F-U-N FROM 'B-O-Z' THE GREEN BEAR NEXT DOOR

Fifth DVD Set to Release Jan. 30 from Exclaim Entertainment

Dallas, Jan. 16, 2007 – Children will be counting down to F-U-N with the newest DVD from BOZ The Green Bear Next Door, “Thank You God For...B-O-Zs and 1-2-3s.” In this new DVD, BOZ, along with his friends Drew and Gracie, help children discover exciting ways to explore God’s world through letters and numbers. Available Jan. 30 at Christian retailers nationwide, this DVD is sure to have children looking at the world around them in a whole new way.

“Preschoolers are on a constant quest to learn and explore their surroundings,” said BOZ co-creator and executive producer Dennis DeShazer. “And with BOZ, they have a new friend to hold their hands and lead the adventure. This new DVD will guide children through some truly imaginative activities – from a ‘letter’ scavenger hunt in the backyard to the First Annual Baxter neighborhood carnival to a search for lost toys – showing how letters and numbers are all around us. Everyday.”

“This new DVD provides yet another opportunity for BOZ to help reinforce the important spiritual and educational concepts that parents are already teaching their children at home,” added co-creator and executive producer Jon Green.

In addition to “Thank You God For...B-O-Zs and 1-2-3s,” there are four other DVDs in the series including, “Thank You God For...Adventures in Imagination,” which released Nov. 4 and helps children discover creative new ways to imagine and explore God’s world around them through sing-along and play-along fun. “Thank You God For...Bananas, Bubbles and Busy Bodies,” released Aug. 26, following March releases of the first two DVDs in the series, “Thank You God For...Colors and Shapes,” and “Thank You God For...Friends and Helpers.”

BOZ The Green Bear Next Door has been endorsed by both MOPS (Mothers of Preschoolers) and FamilyLife, and the DVDs have all been awarded the “Family Approved” Seal from The Dove Foundation, assuring parents they can trust this series to be quality family entertainment.

What distinguishes BOZ from so many of today’s children’s television and video series is that BOZ features high-quality entertainment value and educational content, yet includes God in the equation. For example, children learn about colors and shapes while learning about the Creator of them; kids develop relational skills while becoming aware of God as the Provider of friends and family.

- more -

While all this learning is going on, the kids are having fun watching BOZ as he interacts with the kids next door – lovable twins Drew and Gracie. Children relate to their curiosity and exploration, as well as their family relationships, involving both mom and dad and grandparents. Stellar music and top-notch 3-D animation complete the package.

Each BOZ DVD includes three 15-minute episodes, plus extra features such as music videos, read-along stories, printables, family activities and more. Today's tech-savvy children have come to expect these extras, and BOZ does not disappoint. Neither does his kid-friendly, activity-filled website, www.bozthebear.com, which also includes free educational resources for parents and teachers.

In addition to the DVD series, ZonderKidz has partnered with Exclaim Entertainment to produce BOZ books for preschoolers. *God Loves Your Nose* and *God Gives You Friends* released in conjunction with the DVD series launch and *Good Morning BOZ* and *Good Night BOZ* followed late last summer.

Exclaim Entertainment, home of BOZ, will not only release "Thank You God For...B-O-Zs and 1-2-3s" in 2007, but many other BOZ products. Seven books are scheduled to be released along with the first audio CD, "BOZ Treehouse Tunes #1," which will release March 6 and include 22 entertaining, toe-tapping songs. Two additional BOZ DVDs are also releasing in 2007.

Exclaim Entertainment is also working on additional properties, and looks to become the go-to resource for Christian parents. DeShazer and Green have a great understanding of the importance of all the aspects of early childhood development, and are committed to reinforcing both the key educational concepts and the foundational faith values that parents are teaching their preschoolers at home.

"We feel that what we've done up to this point in our careers has prepared us for this moment with Exclaim Entertainment and BOZ," Green said. "Our hope is to make a difference, to impact families with our stories and characters."

"We founded Exclaim Entertainment with the purpose of developing exceptional programming – like BOZ – that's inspired by God's love for us all," DeShazer continued. "We're excited to be using all of our experience to engage young children in a fun, yet meaningful series."

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.

- 30 -

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 or (214) 912-8934. Press materials are available online at www.alrcnewskitchen.com/bozthebear.