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**Preschool Educational DVD Series**

**“*Dwizzle Dee*<sup>™</sup> – Colors, Sizes, Songs & Imagination!”**

**Honored with Endorsements from The Dove Foundation and KIDS FIRST!**

**DVD Rolls Out Nationally May 25 From Cinema Werx LLC**

**SYRACUSE, UTAH -- March 24, 2010 – *Dwizzle Dee*<sup>™</sup> – Colors, Sizes, Songs & Imagination!**, the first title in a new educational DVD series created to entertain and educate preschool children, has been approved and endorsed by two prestigious nationally recognized parenting organizations--The Dove Foundation and KIDS FIRST!

Distributed by Cinema Werx, an entertainment and digital media company, *Dwizzle Dee*<sup>™</sup> – ***Colors, Sizes, Songs & Imagination!*** is the company’s first foray into children’s home entertainment. The DVD has a pre-release exclusive with Amazon.com and FilmBaby.com and rolls out nationally May 25, 2010 at an SRP of \$14.95.

The Dove Foundation is a non-profit organization whose mission is to encourage and promote the creation, production, distribution and consumption of wholesome family entertainment. The Dove Seal means the Foundation believes that the content expressed makes for the kind of entertainment family members can enjoy together with confidence.

KIDS FIRST! – Coalition For Quality Children’s Media, is a voluntary collaboration consisting of more than 100,000 members whose mandate is to teach children critical viewing skills and to increase the visibility and availability of quality children’s media. The endorsement recognizes *Dwizzle Dee*<sup>™</sup> as a DVD the organization would recommend to parents and children.

The DVD series teaches fundamentals such as colors, sizes and shapes with the help of its unique characters – Lenny, Penny, and Gifford, and their teacher, Ms. Ashley. Featuring colorful and lovable live-action puppet characters together with animation, the series encourages children to participate in all of the fun and stimulating adventures in Ms. Ashley’s classroom. Utilizing repetition, imagination, songs and fun problem solving, each episode of *Dwizzle Dee* helps reinforce principles embraced by The Dove Foundation and KIDS FIRST!

Cinema Werx co-creator/producer/director, Ryan Poore said, “I loved this type of entertainment when I was young and I wanted to create something more interesting with my producing partner, Scott Anderson. The children that watch *Dwizzle Dee*<sup>™</sup> are enthralled with the show right from the start. They love the fun characters, bright colors and great songs.”

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The behind-the-scenes saga behind creators/producers/directors Ryan Poore and Scott Anderson's five-year effort to produce and release *Dwizzle Dee™* is their story about inspiration and strong convictions to create something unique. Production on the DVD began December 2004 and was completed November 2009. Both Poore and Anderson had full-time jobs so production on *Dwizzle Dee™* was done in their spare time. In addition, the two producers were separated geographically and production took place in seven different cities in three states: Clearfield, Kaysville, Layton and Syracuse (Utah); San Diego and Camarillo (California) and Boise (Idaho). The production became a family affair. Scott Anderson is the voice of Gifford and his mother is the voice of Ms. Ashley. Their children also got involved and lent their voices as the background children.

**BONUS FEATURES**

- Sing-A-Long Songs
- Printable Coloring Page, Line Search and Connect the Dots artwork available as PDF downloadable files
- “El Gato” an animated video short of Frankie Corrigan’s children’s book, “El Gato!” Featuring colorful animation, the short teaches children how to sound out the Spanish words as well as learn its meaning. It’s a fun way for children to learn Spanish!

**About Cinema Werx LLC**

Cinema Werx LLC is a diversified entertainment and digital media company that produces films, special interest corporate videos, commercials, motion graphics and DVD production. Based in Syracuse, Utah, the company was founded in 2001 by Ryan Poore and Scott Anderson, film and video producers whose work has appeared in print media, radio and television outlets such as The Discovery Channel, History Channel and The Travel Channel, among others.

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**Dwizzle Dee™ – Colors, Sizes, Songs & Imagination!**

Street Date: May 25, 2010  
SRP: \$14.95  
Genre: Education/Preschool  
Run Time: 30 minutes  
Audience: Preschool (2-5 years old)  
Format: DVD/Single/Color  
Distributor: Cinema Werx LLC  
Producer: Cinema Werx LLC

For more information on the DVD visit [www.dwizzledee.com](http://www.dwizzledee.com).