



Tao Shu Press Release. Information Embargoed

# News Release

For Immediate Release

## Tao Shu discovers new writing talents in Singapore!

*Award winning Singapore animation series  
gives children a chance to be authors!*

**Singapore, 20 March 2008** – The creators of the award-winning Tao Shu series are proud to present TAO SHU PROPS, a special workshop where parents help turn their little ones into authors!

Together with Monsters-Under-The-Bed, one of Singapore's most creative children's enrichment companies, Peach Blossom Media is proud to present a unique make-your-own-storybook workshop for parents and children. The TAO SHU PROPS workshop combines the very best of storytelling skills with the craft of book making. Through this unique creative collaboration, Peach Blossom Media will license visual assets (graphics of props, characters, backgrounds) from its award-winning series "Tao Shu" to Monsters Under The Bed for their PROPS story book workshop. At this one-of-a-kind workshop, parents and children get to write and create their very own Tao Shu book! Diving into the fun and richly colored world of Tao Shu, parents and children unleash their combined creativity to tell their own story! Parents are intimately involved in helping their child develop their creative skills, and learning exciting new ways express themselves. And when all is said and done, they leave the workshop with a great memento: a storybook made with their very own hands, for them to keep forever!

Hands-on learning is especially important in the development of young children. In an interview with Newsweek, Professor David Kirp, author "The Sandbox Investment: The Preschool Movement and Kids-First Politics" (Harvard University Press), emphasizes the importance of pre-kindergarten learning models that are "based around art and creativity," and "[emphasize] hands-on learning and [encourage] children to be active, engaged learners." This workshop not only builds upon that ideal, but has the additional perk of getting parents directly involved in that process, turning it into a fun-filled day of shared learning, bonding, and entertainment for the whole family!

Said Eugene Tay, the brain behind Monsters Under The Bed, "[c]hildren were born to imagine, to create and discover. This is a great opportunity for children to author their own books as a representation of their own thoughts. This instills great pride and self-worth.



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PROPS provides a great opportunity for kids to learn storytelling, and who knows, we might discover new writing talents for Singapore this way!"

"We are aware that great writing needs inspiration. Using graphics with characters, props and backgrounds from our award-winning series Tao Shu, we provide a visual framework that sparks the children's imagination, and have them create tales using the story universe of Tao Shu. Who knows, perhaps a great story idea for our our next award-winning episode will come from one of them!" noted producer Kun Quan, who conceptualized the idea for the workshop with the creative minds from Monsters Under The Bed.

The TAO SHU PROPS workshop will take place in a serene, tranquil setting close to the city, yet away from the hustle. Imagine a clean, quiet gallery, with a lovely wooden patio just outside accompanied by fresh greenery and you have an idea of what it is like. Come on over and join us at the Monsoon Asia Gallery Pte Ltd, 11 Upper Wilkie Road on the 29th of March 2008, from 10AM to 12pm! Registration for the event can be done online at <http://www.littletaoshu.com>.

### ***About Tao Shu, The Warrior Boy***

Inspired by Chinese cultural traditions and visuals, "Tao Shu" is an animated series created and produced by Peach Blossom Media. Since its debut in 2005, the show has enjoyed great success and popularity internationally. The show has been broadcast on Nickelodeon Asia, ATV Hong Kong, HOP!TV, TPS's Piwi Channel (France), Kids' Central, and by Angad Films in the Middle East. In 2007, the show was listed as one of the "Greatest Products of 2007" (Home video and DVD category) in the prestigious US based iParenting Awards. Tao Shu books and DVDs are available from all leading bookstores and DVD retailers.

For more information, please contact:

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### ***About Peach Blossom Media:***

Peach Blossom Media is the pioneer of original content who has enjoyed tremendous success worldwide. Since its inception in 2002, Peach has notched up an impressive track record,

producing a wealth of internationally successful animated series like Tomato Twins, Taoshu – The Warrior Boy, Wild Animal Babies, Bruise Black. Our clients include international broadcasters such as Nickelodeon Asia, Jetix, Spike TV, Yahoo and MTV.

### ***MONSTERS UNDER THE BED***

Monsters Under The Bed is Singapore's very first school for language and storytelling. We specialize in developing children's literacy and creativity through story based programmes. It was forged strategic partnerships with Ikea, Borders, PageOne and the Canadian International School (CIS) to bring creative storytelling and story workshops to more children. It recently concluded a special United Nations week celebrations with CIS, bringing them folktales from East Africa, China and even Ukraine.

### ***About the Media Development Authority of Singapore (MDA):***

The Media Development Authority of Singapore (MDA) aims to develop Singapore into a global media city. Its Media 21 strategy seeks to create a vibrant environment for the industry and public via five key thrusts: establish Singapore as a media exchange; export 'Made-by-Singapore' content; internationalise local media companies; nurture local media talents and develop digital media.

### ***About the iParenting Media Awards:***

iParenting Media is the premier media company focused on parents. The company uses several media channels to reach its target market of parents, parents-to-be and women: online, print, radio and podcasts.

The company operates online and offline assets. iParenting.com is an award-winning network of 40+ Web sites devoted to the entire family life cycle – from preconception through the teenage years.

The iParenting Media Awards Program provides a credible and objective method of determining the best products in the marketplace and then honors them with the most prestigious consumer award.

The iParenting Media Awards is the only consumer awards program certified by ISO 9001:2000, the internationally recognized standard of quality assurance. The Awards' reviewers are a diverse set of parents, experts, licensed childcare centers and schools nationwide in America.