

*****FOR IMMEDIATE RELEASE*****

**The Idaho Association for the Education of Young Children (Idaho AEYC)
wins Three National Awards,
for “*Investing In Idaho’s Future*”**

Boise, Idaho August 22, 2008--Described as the “best educational video ever produced on the issue of finding child care in Idaho” Boise based Idaho AEYC announced today that it earned three national awards for the educational video *Investing In Idaho’s future*. <http://www.idahoaeyc.org/>

In 2007 Ava International Film and Video competition, the video won Gold in the Informational Film and Video Category. And in the 2008 Telly awards, two Bronze Awards were earned in the Social Issues and Informational Video categories.

In the judging for these competitions, Karen Mason, M.S.W., Executive Director, Idaho AEYC and Charlie Chapin, Ph.D., of Moonshadow Productions, won the awards for co-writing, directing and producing a research-based, educational documentary aimed at helping viewers including parents, early childhood providers, educators, policy makers and business leaders understand that quality early care and education is the most important, cost effective means to a strong state economy and workforce. “Beyond that we hope that our policy makers and business leaders will invest in quality early education.”

“This production is all about improving the quality of life for families throughout Idaho!” Said Karen Mason, Executive director of AEYC and co-producer. “We have been working with the Child Care Resource and Referral Offices to get the documentary out to child care providers and parents. They have copies in their lending libraries for child care providers, will offer them as a resource on child care site visits, and have generated a whole list of ways to make them available to parents including: PTA meetings, Strengthening Families meetings for parents at child care settings, and at regional conferences.”

“Mentors and others have offered to share the documentary with city council members and Chambers of Commerce. Child-care facilities in the Quality Rating System pilot sites each received a copy, over 50 facilities impacting almost 3000 children and their families. Providers were enthusiastic about sharing with parents in their programs. This video raises the group IQ on the subject of providing quality early child care in your own home and what to look for in a child care setting! Mason continued: “The documentary has been screened at several state level collaboration and council meetings with positive reviews”.

Subsequent Awards...

Subsequent awards for this production also went to Charlie Chapin III for Editing, Derek Isetti for Hosting, The creative research team members are Barb Adolay,

Melissa Bandy, Lorraine Clayton, Maureen Durning, Janice Fletcher, Carolyn Kiefer, Rosemary Shockley, Jennifer Wadner, and Julaine Ziegert.

What are the Awards?

The international Ava Awards (Audio/Visual Awards), recognize outstanding work by creative professionals involved in the concept, writing, direction, shooting, and editing of audio/visual materials and programs.

The AVA awards can be found at: www.avaawards.com

The Telly Awards honor the very best local, regional, and cable television commercials and programs, as well as the finest video and film productions, and work created for the Web. Since 1978, our mission has been to strengthen the visual arts community by inspiring, promoting, and supporting creativity. The 28th Annual Telly Awards received over 14,000 entries from all 50 states and 5 continents.

The Telly awards can be found at: www.tellyawards.com

More on Moonshadow...

“My daughter and grandchildren live in Boise so this is very personal for me. When we first became aware of the critically important work being done by the Idaho AEYC and IdahoSTARS, it became obvious that this was a story that needed telling and it was worth the drive from California to do it.” Said Charlie Chapin, the film’s executive producer. “To the extent to which this documentary can raise the standards for all parents and children needing quality early child care by promoting uniformity in regulating the industry and providers, the movie’s done its job. But my personal goal for this movie is also to help policy-makers to see that an investment in early childhood education improves the quality of life for all citizens in Idaho, not just the 2/3 of all parents who need providers on a daily basis. We found some really great programs here in Idaho—the kind of programs that help parents turn ordinary children into extraordinary citizens. I am especially proud of these awards because we make movies that make a difference and people appreciate the results. *Investing In Idaho’s future* is clearly one of the most important videos we’ve ever produced.” Visit www.moonshadow.biz to learn more.

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