

## Groupe PVP develops new live-action youth series: Ambassadors of the Environment Transmedia Series.

**Matane, november 7th 2013** – Groupe PVP is proud to announce their collaboration with Gregory B. Gallagher to develop and produce an exciting new youth series: *Ambassadors of the Environment Transmedia Series*.

Based on the successful hands-on outdoor educational program *Ambassadors of the Environment*, created by the Emmy Award winning Jean-Michel Cousteau and Dr. Richard Murphy under the auspices of the Ocean Futures Society, this transmedia series will help youngsters forge a connection with nature and teach them about the importance of sustainable living.

“As the next generation spends more time indoors, our children are growing up detached from and unaware of the wonders of nature,” commented Dr. Murphy. “Fortunately, there is an exciting new children’s TV series being developed to address this critical problem.”

Born in Montreal, Gregory B. Gallagher is one of the original Canadian writers of the popular children’s TV show *Sesame Street*, as well as the creator of the CBC documentary series *Universal Jazz*, and is a contributor to projects at National Geographic Society, Smithsonian Institute and Jane Goodall Institute. He was also the executive producer of *Legends of Magdalen*, a fascinating one-hour documentary which explores the hundreds of shipwrecks and sunken treasures surrounding the remote Magdalen Islands.

This exciting new project launch will commence with 13 half-hour TV episodes, introducing a new hybrid format; morphing from live-action to 2D and 3D animation, and reaching well beyond the boundaries of television. A range of digital products will also be produced, such as games, websites, applications and stand-alone videos.

These value-added platforms will allow youth from across the world to form a social network where they will trade personal experiences, cultural stories, plus geographic visuals, and also discuss their environmental concerns, and ultimately become responsible ambassadors of the world community.

“The *Ambassadors of the Environment* program takes kids into the natural environment where they experience nature firsthand, learning how it works and why we need to protect land and ocean ecosystems. The hallmarks of the *Ambassadors*’ programming are a sense of adventure and discovery, science-based learning, challenging activities, and fun,” said Jean-Michel Cousteau, son of the famous marine explorer Jacques Cousteau. “These will continue throughout the transmedia series.”

The project has already aroused significant interest among leading American and Canadian television networks. In fact, it has even earned first place in ABC’s “Travel News Top 10 Kids Resort Programs List”.

The team at Groupe PVP is currently working hard to complete broadcasting agreements. The project was recently presented at MIPCOM 2013, an international showcase for audio-visual and digital content held at Cannes, France, to find partners and secure funding.

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