



## NEWS RELEASE

### SHAW ROCKET PRIZE INVITES KIDS TO PICK THEIR FAVOURITE CANADIAN PROGRAM

**CALGARY, AB (October 14, 2011)** – What do *Degrassi: The Next Generation* and *Life with Derek* have in common? These popular Canadian programs were both recipients of the Shaw Rocket Prize, an annual \$50,000 prize awarded to the best independently-produced Canadian children's program.

As part of the Shaw Rocket Fund, the Prize is presented each year to a Canadian children's, youth, or family program and its associated digital content, voted for by children across the country. This is the seventh year for the Prize, supporting the production of high-quality Canadian children's programming since 1998.

“At Shaw, we know that imaginative and engaged minds can be promoted in our children through creative and innovative family programming,” said Peter Bissonnette, President, Shaw Communications Inc. “The Shaw Rocket Prize is one way we are able to ensure children have access to quality content.”

Over the past few months, Canadian producers have submitted their content for judging by a panel of international industry experts (Adina Pitt, Cartoon Network; Joe Godwin, BBC; Tim Brooke-Hunt, ABC Australia; Nicole Keeb, ZDF; and Michael Carrington, Turner Broadcasting). After deliberation, the panel has selected the following finalists for the 2011 Shaw Rocket Prize:

- [dirtgirlworld](#) (DHX Media Ltd.)
- [My Babysitter's a Vampire – MOW](#) (Fresh TV Inc.)
- [Survive This Season 2](#) (9 Story Entertainment)
- [Wibbly Pig](#) (9 Story Entertainment)
- [Wingin' It Season 2](#) (Temple Street Productions)

Starting today, the choice is in the hands of children nationwide. Kids can vote by visiting [www.rocketprize.ca](http://www.rocketprize.ca) and choosing their favourite Shaw Rocket Prize finalist. By voting, kids 12 and under are entered to win one of four \$2,500 Shaw scholarships. Voters can also submit their own video for a chance to win an iPad and a trip to attend the winner announcement in Ottawa on November 29.

For more information about Shaw's contributions in your community or the Shaw Rocket Prize, please visit [www.shaw.ca](http://www.shaw.ca) or [www.rocketprize.ca](http://www.rocketprize.ca).

#### **About Shaw Communications Inc.**

Shaw Communications Inc. is a diversified communications and media company, providing consumers with broadband cable television, High-Speed Internet, Home Phone, telecommunications services (through Shaw Business), satellite direct-to-home services (through Shaw Direct) and engaging programming content (through Shaw Media). Shaw serves 3.4 million customers, through a reliable and extensive fibre network. Shaw Media operates one of the largest conventional television networks in Canada, Global Television, and 18 specialty networks including HGTV Canada, Food Network Canada, History Television and Showcase. Shaw is traded on the Toronto and New York stock exchanges and is included in the S&P/TSX 60 Index (Symbol: TSX – SJR.B, NYSE – SJR). For more information about Shaw, please visit [www.shaw.ca](http://www.shaw.ca).

## **About Shaw Rocket Fund**

The Shaw Rocket Fund is a forward-thinking, not-for-profit production fund that focuses on stimulating excellence in the Canadian children's production industry through investment and various initiatives such as the much celebrated Shaw Rocket Prize. The Fund is a passionate champion for the children's production sector to ensure that Canadian children's media experience is enhanced with high quality programming, recognizing that entertainment for kids has become a multi-platform experience and part of children's everyday lives. To date, the Shaw Rocket Fund has proudly invested \$120 million towards high quality television programs and their associated digital media content. Shaw Rocket Fund is supported by Shaw Communications, Shaw Pay Per View, a division of the Shaw Cablesystems, and Shaw Direct.

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### **For further information, please contact:**

Shaw Investor Relations [investor.relations@sjrb.ca](mailto:investor.relations@sjrb.ca)