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**FAIRBROTHER
& COMPANY LLC**

For Immediate Release
Thursday, April 28, 2009
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MEDIA ADVISORY/ PHOTO AND VIDEO OPPORTUNITY

WHAT: *Award-winning animators to launch the New York State Library's 2009 Statewide Summer Reading Program with premiere of "Be Creative @ Your Library" public service announcement*

Award-winning animators Frank & Caroline Mouris will present the 2009 Summer Reading Program's animated public service announcement, "Be Creative at Your Library," which will be aired across the country. The Statewide Summer Reading Program is an annual program sponsored by the New York State Library.

Jeffrey W. Cannell, Deputy Commissioner of Cultural Education, New York State Education Department, is the featured speaker and will announce this year's summer reading themes.

Immediately following the launch ceremonies, Academy-award winning filmmaker Frank Mouris and his partner and wife, Caroline Mouris will show how they created the 2009 Summer Reading Program's animated public service announcement, "Be Creative at Your Library." The highly celebrated Mouris team has created in their signature collage style works seen on Sesame Street, Nickelodeon, HBO, MTV, and many others. Their independent film work is in the permanent collection of the Museum of Modern Art, the National Film Registry, and others.

This event, a New York State Library presentation, is part of the New York State Museum series of family programs, and marks the statewide launch of the annual summer reading program sponsored by the New York State Library, which is offered in more than 1,100 locations across the state and serves more than one and a half million school-age children ranging from kindergarten through high school.

For more information, please visit www.summerreadingnys.org

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- WHEN: **Saturday, May 9th** **Media Launch Event**
1:15 p.m. – 2:00 p.m.
- Saturday, May 9th** **“Animating the 2009 New York Statewide**
2:00 p.m. – 3:00 p.m. **Summer Reading Program: Creating a TV Spot”**
- WHERE: New York State Museum, Adirondack Room, outside the Huxley Theatre, Albany; and immediately following in the Huxley Theatre
- WHO: **Jeffrey W. Cannell**, Deputy Commissioner of Cultural Education, New York State Education Department
Frank & Caroline Mouris, celebrated independent animators, and their crew, including children who performed the voice-overs for the spot, and the musician who created the soundtrack

The New York Statewide Summer Reading Program is a program of the New York State Library in the Office of Cultural Education in the New York State Education Department and is funded through the Federal Library Services and Technology Act, with funds awarded to the New York State Library by the Federal Institute of Museum and Library Services.

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