



Press release  
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## ***Fred's Head* Nominated for the 2009 Shaw Rocket Prize**

**Montreal, Tuesday, February 17, 2009** — **Spectra Animation** was delighted to learn that *Fred's Head* has been nominated for the **2009 Shaw Rocket Prize**. The announcement was made during the **Kidscreen Summit** in New York on Thursday, February 12, 2009. This year, the Shaw Fund emphasized television series that bring **innovation** to the televisual landscape. In form and in content, *Fred's Head* was an obvious choice for members of the jury.

### **Stand-out artists**

With 26 episodes of 22.5 minutes, this televised animation series was developed on the basis of a concept by **Benoit Godbout** and **Malorie Nault-Cousineau**, two talented young creators. Benoit and Malorie were involved in all stages of the series' production, with Malorie working on the script and Benoit writing as well as co-producing the series with **Sylvain Lavoie**. The approach adopted by these young creators, together with the vision of the world they shared with one another and their audience, served to lend the series its innovative tone.

*Fred's Head* was also nominated at the **Gemini Awards** (best script for young audiences), the **Festival international d'animation d'Annecy** (best animated series) and **Cartoon on the Bay**, the international television animation festival.

### **A funny and provocative series**

An irreverent and provocative comedy, *Fred's Head* tells the story of a 16-year-old teenager trying to find his place in today's world. A subtle blend of irony and black humour, *Fred's Head* also brings a teenager's perspective to bear on the world. Overconsumption, celebrity, reality TV and social exclusion are just a few of the themes addressed in the series.

### **A promising future**

*Fred's Head* was produced in collaboration with **Teletoon** and **FR2**, both of which are broadcasting the series.

After finding out that *Fred's Head* was among the nominees, **Sophie Gigon**, artistic director of the youth division at **France 2**, said, "We're extremely pleased, as this series is ahead of its time." **Geoffrey Goodwin**, Head of **BBC Switch** and member of the Shaw Rocket Fund jury, stated that he was delighted that the series had been nominated, since it features an adolescent hero.

Note that the Shaw Rocket Fund will award a prize of \$50,000 to the winner. This financial support may be used to develop other quality television projects, particularly since funds available for this crucial creative stage are in such short supply.

**For details, please visit the following sites:**

[www.rocketprize.ca/en/2009\\_finalists\\_fredshead.asp](http://www.rocketprize.ca/en/2009_finalists_fredshead.asp)

[www.blaiseleblase.com](http://www.blaiseleblase.com)

[www.spectraanimation.ca/spip.php?article100](http://www.spectraanimation.ca/spip.php?article100)

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L'Équipe Spectra — 514 525-7732

### **Information (media):**

#### **Spectra Animation:**

André A. Bélanger, Producer, Spectra Animation—514 525-7732, extension 6246 [andre.belanger@equipespectra.ca](mailto:andre.belanger@equipespectra.ca)

#### **Spectra, events division:**

Marie-Eve Boisvert, Senior Director—media relations—514 525-7732, extension 5666; [marie-eve.boisvert@equipespectra.ca](mailto:marie-eve.boisvert@equipespectra.ca)

Greg Kitzler, Press Attaché —514 525-7732, extension 5622; [greg.kitzler@equipespectra.ca](mailto:greg.kitzler@equipespectra.ca)