



FOR IMMEDIATE RELEASE

Lively Media

Breathing New Life Into International Television Programming

- **Live-ly:** Adjective (livelier, liveliest) - Animated, spirited, vivacious, or sprightly -
- Full-scale production company is open for business and ready to take on the television industry -

Toronto (April 7, 2008) – **Lively Media**, a new, Toronto-based production company, is excited to announce the launch of two new series: *The Chef's Domain* - a travel and food series for *Travel + Escape* and a unique series on dog breeders for *Animal Planet*.

With President and Executive Producer Leanna Crouch at the helm, **Lively Media** is building great momentum with three separate series in development with *E! Canada*, *CBC Factual Entertainment* and the *Business News Network (BNN)*. Joining Crouch as Producer and Executive in Charge of Production is Joe Woodward.

"The positive response from broadcasters, and the production community at large, has been extremely gratifying," says Crouch. "We have a lot of original ideas to offer broadcasters and we look forward to creating strategic partnerships with them."

Among the many shows and series currently in development are *Promo Donnas*, a documentary series for *E! Canada* on the multifaceted lives of high-end publicists in Los Angeles, a historical restoration series for *CBC* and a financial show with a comedic twist for *BNN*.

Lively Media's mandate is to produce programs of exceptional quality that reflect the brand of the company. Although not beholden to a specific genre, all of **Lively Media's** projects have a lot in common - they are audacious, they are designed to garner wide international appeal and their subject matter captures imaginations.

Educated at the University of Western Ontario and Pepperdine University in California, award-winning Leanna Crouch got her start at *NBC* in Burbank and went on to write gags for Alex Trebek on several American game shows. Until 2007, Crouch co-helmed Indie production company *Telefactory*, executive producing hundreds of hours of programming for both Canadian and US broadcasters.

Joe Woodward is an internationally renowned production manager whose credits include the award-winning sports documentary *Ice Storm: The Sale and Pelletier Affair* for *CTV*, *Cartier - Jewelers to the Kings* for *A&E Biography*, *Super Dave's All Stars* for *YTV*, the *Investigative Reports* program *Peace, Love & Murder*, *CTV's Battle of the Brains II*, *TLC's Mysterious Forces Beyond*, *Sci-Fi Channel* and *USA Network's Sci-Fi Buzz & Hollywood Insider* and *The 19th Annual People's Choice Awards* for *CBS*. A solid background on both production and finance sides has equipped Woodward to handle every imaginable challenge.

"I consider myself very fortunate to have Joe Woodward on board with me as Executive in Charge of Production," says Crouch. "His unique balance of art and commerce will provide invaluable support to all our productions and will help insure high-quality, stimulating and invigorating shows."

For more information, please visit: www.livelymedia.ca.

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