

***For Immediate Release***

**FOR SALE: One public school classroom. Unique opportunity for marketing experts to gain access to the minds of school children.**

## **CORPORATIONS IN THE CLASSROOM**

Our belief that schools are about learning and civic responsibility may soon be shattered by **CORPORATIONS IN THE CLASSROOM**, a new documentary premiering on Kevin Newman's national current affairs strand, **Global Currents on Saturday April 7, 2007 @ 7PM on Global Television nationwide.**

Director Jill Sharpe's latest documentary reveals that our children are no longer safe from advertising even when at school. Because funding for education is falling short, teachers and administrators are struggling to keep the gates closed to marketing companies. It's called Trojan horse marketing and it works like a charm in creating life-long brand name consumers not life-long learners.

Marketing to school age students is now a 2 billion dollar industry. The way corporate sponsors are stepping up to the plate, offering promotions, sponsorships and even free curriculum there is no stopping the flow of advertising in covert forms. Or is there?

The problem is there are few or no regulations in place to protect our children from corporate marketing campaigns that look just like classroom lessons. And schools need playgrounds and gym equipment that taxes do not seem to pay for any longer. Enter new corporate champions.

First come sponsorships, then come naming rights and next come learning materials in the classrooms! Watch as donations become classroom resources and product placement opportunities. The good news is some school districts are fighting back and succeeding in keeping the classrooms a safe haven from the marketing hype.

### **About Make Believe Films:**

Make Believe Films is an independent production company located in downtown Vancouver, British Columbia specializing in documentary film production for television. Previous Make Believe Films productions include **Paris Stories: The Writing of Mavis Gallant**, which aired on Bravo!

### **About Global Currents:**

Global Currents is a critically acclaimed documentary series from Global Television that is committed to revealing extraordinary perspectives and issues affecting all Canadians. Hosted by Global National anchor and

For more information, please visit:  
**[www.makebelievemedia.com](http://www.makebelievemedia.com)**

executive editor Kevin Newman, each weekly one-hour, independently-produced documentary represents the talents of Canada's best socio-political, environmental, humanist and scientific documentary filmmakers. [www.globaltv.com/globalcurrents](http://www.globaltv.com/globalcurrents).

**Director / Writer > Jill Sharpe Editor > Bonni Devlin Camera > Kirk Tougas**  
**Original Music > Doug Blackley Sound Designer > Gash Ariana**  
**Executive Story Consultant > Robert Duncan Producer > Lynn Booth**  
**Global Currents Production Executive > Michael Ghent**  
**Co-Producer > Jude MacInnes Associate Producer > Lindsay Williams**  
**>> A Make Believe Films Production c 2007**

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