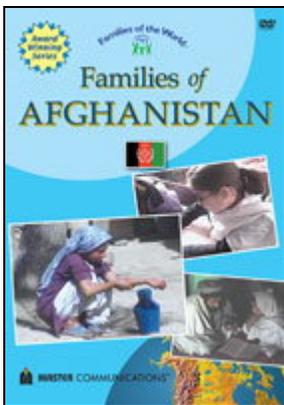




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For Immediate Release

Everyday Lives Continue In A Nation in Turmoil *'Families of Afghanistan'*



Newest Title in the Award-Winning
Families of the World Series
Arrives on DVD November 2, 2010 from
Master Communications

**Wins National Association of Parenting Publications
Honors Award**

Cincinnati, OH (September 28, 2010) – Overcoming production difficulties, personnel safety issues and other filming obstacles, the acclaimed, award-winning *Families of the World* series journeys into the civilian lives of one of the world's most chaotic countries in *Families of Afghanistan*, coming to DVD November 2, 2010 from Master Communications. The DVD just won the National Parenting Publications Honors Award (NAPPA), which recognizes the best in children's products and parenting resources.

The series – 25 titles and growing – enables future travelers to reach across the globe and visit other people and cultures, all from a child's point of view. Always focusing on two children from differing households, one urban, one rural, and narrated by children, *Families of the World* DVDs invite viewers to follow two families' daily routines, introducing both the similarities and differences that exist between them, as well as us.

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“American news footage coming from Afghanistan, a nation that has been at war for more than 30 years, contains few images of the people who live there and gives us even fewer clues as to what is really important to Afghans,” says producer Georgi Marquisee, who was frustrated with the limited information on the country. “What are the daily routines, concerns and triumphs of an Afghan family? How are they affected by war? How does their daily life compare to ours?”

Families of Afghanistan was one of the most difficult films to produce as the crew was not able to film outdoor scenes freely. It took the help of many Afghans to document how the families live. Despite the country’s hardships and turmoil, this film – as with all the titles in the series – was not done to elicit pity or even sympathy in viewers, but rather understanding and respect. Setting it apart, however, was the priority given to maintaining the anonymity of many participants in the film.

In *Families of Afghanistan*, meet Zamora, 13, who lives in the country with her parents, three sisters, two brothers and two uncles. An early riser, Zamora has chores to complete before breakfast, including tending to the cows and chickens. She shows us how the homes in her village are built around a common courtyard to help protect them and their vegetable gardens from the elements. At meals, she often helps feed her uncle, who lost his arms and eyesight to a land mine. She attends religion class, where she studies the Koran, and performs her daily prayers (five times a day).

Twelve-year-old Madina lives in Kabul with her parents, two sisters, uncle and cousin. Unlike Zamora, who attends school in the afternoon, Madina’s classes are in the morning and include studies in math, science, language, history and sports. She also tutors another student twice a week in computers. After school and the midday meal she shares with her family, Madina helps with household chores like vacuuming and ironing, then enjoys an afternoon snowball fight before doing her homework, eating supper and playing games.

Families of the World is recommended for ages 5-11 and retails for \$29.95. The series features families in Afghanistan, Australia, Brazil, Canada, China, Costa Rica, Egypt, France, Ghana, Guatemala, India, Israel, Japan, Kenya, Korea, Mexico (includes Spanish and English soundtrack) and More Mexico, Panama, Puerto Rico, Russia, Sweden, Thailand, the USA, the United Kingdom, and Vietnam. Each

DVD includes a free PDF Teacher's Guide, which features the script, copy-ready maps, discussion and activity guides, recipes, glossaries and more. To order *Families of the World* DVDs, call 1-800-765-5885 or visit www.familiesoftheworld.com.

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Titles: Families of Afghanistan
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