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For Immediate Release

Let's Fiesta!

**Travel to Guatemala, Panama and Mexico in
Newest Titles in Award-Winning *Families of the World* DVD Series**

Available Nationwide Sept. 1, 2009 for National Hispanic Heritage Month

“This excellent series will give children an intriguing taste of another culture and allow them to compare and contrast it with their own.”

– *School Library Journal*

“Families of the World does a superb job of presenting diverse customs and cultures.”

– *Family Fun*

Cincinnati, OH (June 22, 2009) – Brush up on your Spanish, break out the tortillas and get ready to travel into the lives of six average families from the comfort of your couch in three new titles – ‘**Families of Guatemala,**’ ‘**Families of Panama**’ and ‘**More Families of Mexico**’ – from the multi-award-winning **Families of the World** DVD Series, which continues to explore the lives and cultures of children around the world.

The series – 23 titles and growing – offers a documentary-style “day in the life” glimpse into how people in different countries live from a child’s point of view. These newest releases will be available on DVD Sept. 1, 2009 for a suggested retail price of \$29.95, just in time for National Hispanic Heritage Month. Each new title includes a free Teacher’s Guide. The entire **Families of the World** catalog is also available on DVD with many titles being broadcast on select PBS stations around the country and around the world.

In ‘**More Families of Mexico,**’ meet Guadalupe, an eight-year-old from Veracruz who lives with her parents and sister next door to her grandparents. Guadalupe’s weekday consists of school where she studies history and enjoys recess and snacks sold by parents to help raise money for supplies. Students then take turns cleaning the schoolyard. After classes, she accompanies her mother to the local market, church and hacienda before heading home for supper, picture bingo and computer games.

Maurice is a 12-year old boy also from Veracruz who attends private school along with his younger sister Carolina while his father works as a store auditor and his mother tends to the home. After a daily flag ceremony celebrating his country, it’s off to study his favorite subject, English, and computer class. After school, Maurice takes karate, then does his homework before bed. Because he has a cough, the next day, Saturday, has Maurice off to see the doctor, then to the dentist to get his braces adjusted. On Sunday, he plays with his electric car before heading to church, where he helps collect donations. Afterwards, he enjoys a birthday party, complete with two piñatas, then home to get to bed early for school the next day.

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“The original ‘**Families of Mexico**’ released several years ago proved so successful and demand was so high for the product that we decided to film another program with new families. In this DVD, the children are older giving a different slant to the culture as they engage in activities that preteens can relate to,” says Selina S. Yoon, president founder of Master Communications, distributors of the **Families of the World** DVD series.

In ‘**Families of Guatemala**,’ meet seven-year-old Mariaelena, who lives on a mountain farm with her parents, grandmother, older brother and younger sister. Needing to help her family drop off milk and cream at the store before school, she’s an early riser. Mariaelena attends a Catholic, all-girls school and all her studies are in the morning, as Guatemalan schools divide all students into two groups, morning and afternoon classes. Among her subjects are Spanish and physical education. While at school, her mother is a teacher at a different school and her father works the family farm, which also produces coffee and nuts. After school, it’s home for dinner (lunch) and fun activities like drawing, music and make-believe. Mariaelena also helps milk the cows and catch oranges from nearby trees. Then its supper and off to bed.

Then meet Jorge, a nine-year-old boy who has a fraternal twin, Marcos, and a nephew, Carlito (near the same age, so he’s like a second brother). Jorge’s father is a doctor and his mother runs the pharmacy and clinic the family owns. In the morning, Jorge brushes his teeth, eats breakfast, then heads off to the co-ed catholic school he attends. He, too is a morning student. Early classes include phys-ed with sports like futbol (soccer), basketball and ping-pong. He then studies biology and dance, which he’ll perform at the weekend’s Family Day Festival. After school, the boys hang out at the clinic until its time to head home for supper. On the weekend, Jorge has his guitar lesson then plays in his futbol league. Later, it’s off to enjoy the Festival!

In ‘**Families of Panama**,’ meet Juan Diego, a nine-year-old boy from Panama City, where he lives with his parents, grandparents and younger brother Francisco. Living in this “crossroad of the world” (connects two continents and two oceans), Juan Diego attends school where he learns Spanish, English and takes swimming lessons while his father works as a supermarket bank teller and his mother as an industrial engineer in an airline shipping department. On Saturday, Juan Diego attends his scout meeting and then it’s off to enjoy the school festival complete with music, costumes, food and balloons. On Sunday, he goes to church with his family, followed by a BBQ dinner and two birthday parties, one for a friend and one to celebrate Francisco turning five. After lots of cake and a successful piñata breaking, it’s off for a good night’s sleep.

Next we meet nine-year-old Raisa, a little girl growing up with her parents, two brothers and some pet parakeets. Attending public school, Raise studies about helping the environment, not giving into peer pressure and works very hard at her studies, as she want to be a lawyer when she grows up (she even makes the honor roll). She lives in a house on the property of another couple, whose house Raisa’s parents tend to. I addition to her own life, Raisa tells us about the nearby Panama Canal and its importance to her country’s economy. On the weekend, she too attends church with her family, followed by playtime with friends.

The series has garnered repeated acclaim and awards from Oppenheim Toy Portfolio, Parents’ Choice and NAPPA (National Parenting Publications of America) as well as endorsements from KIDS FIRST! and recommendations from Dr. Toy’s Children’s Products. It has won a Summit Creative Award, a Parenting Magazine Gold Award, First Place at the Worldfest Film Festival and is used in classrooms around the country as a valuable tool for multi-cultural education.

Families of the World is recommended for ages 5-11. The series features families in Australia, Brazil, Canada, China, Costa Rica, Egypt, France, Ghana, Guatemala, India, Israel, Japan, Korea, a second Mexico release (includes Spanish and English soundtrack), Panama, Puerto Rico, Russia, Sweden, Thailand, the USA, the United Kingdom, and Vietnam and Canada. Each DVD includes a free PDF Teacher’s Guide, which include the script, copy-reading 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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