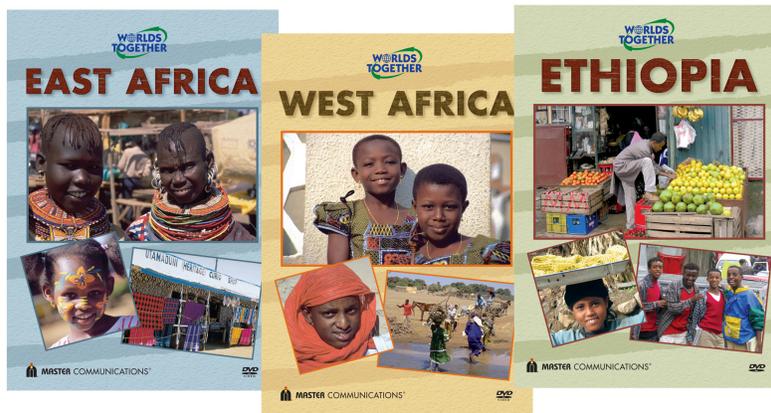


For Immediate Release

Reach Across the Globe with the Launch of
Worlds Together
Bringing Remote Areas of the World to Children and Families
on DVD September 4, 2012 from Master Communications



Initial Titles in the Launch Feature Africa:
“Ethiopia”
“East Africa”
“West Africa”

Cincinnati, OH (August 1, 2012) – Bringing remote areas of the world right into your living is the new DVD series *Worlds Together* from Master Communications. Initial titles in the launch transport young viewers and their families to the world’s second-largest and second-most-populous continent through three charming titles – *East Africa*, *West Africa* and *Ethiopia*, available on DVD September 4, 2012 for a suggested retail price of \$29.95 each.

The *Worlds Together* series, originating out of the travels of photographer/songwriter Elmer Hawkes, visits some of the most remote places on Earth, examining topics ranging from history and culture to sports and cuisine and giving viewers an up close and personal introduction to cultures quite different from their own. Learn about the various climates, languages, religions, wildlife, architecture, agriculture, ethnicities and more.

East Africa features Kenya's capital city, Nairobi ("the place of cold water"); Mombasa; Tanzania's Dar es Salaam, an Islamic city with a busy seaport known as "Haven of Peace;" Zanzibar, a city where boats and global trade play an important role; and Uganda's Kampala, a very modern city and home to one of Africa's largest universities. Also visited is Uganda's Lake Victoria, Africa's largest lake and the second largest freshwater lake in the world.

Next, in *West Africa*, visit Mali, a land of fishing and farming, and its cities of Timbuktu and Bamako; Nigeria, a federal constitutional republic that boasts over 250 different ethnic groups alone; and Senegal, considered a gateway to the African continent and one of West Africa's most popular destinations. See the Cape Verde Islands, which served as a base for the Portuguese as they rounded Africa over five hundred years ago, and be introduced to life along the Niger River, the 10th largest river in the world, as it flows 2,600 miles to the sea. Take in this amazing region of lively music, culture, business and rapidly changing lifestyles!

Then, in *Ethiopia*, travel to this country – twice the size of Texas – that is believed to have the longest archaeological record on Earth and to have been present at the dawn of creation. It's also been linked to the mysterious Queen of Sheba. With many areas lush and green, the region has also suffered many droughts, but the economy is still dominated by agriculture. Featured cities include Harar, Addis Ababa, Gonder and Lalibela, the last featuring 800-year-old Christian churches, some carved into volcanic rock.

Future countries to be explored in *Worlds Together* series include Cuba, Tibet, Ecuador and Colombia. Approximately 25 minutes each, all the titles in *World Together* DVD series will include a teacher's guide (also available via download). To order call 1-800-765-5885 or visit www.master-comm.com.

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Series: Worlds Together
Titles: East Africa ISBN: 978-1-60480-107-1
West Africa ISBN: 978-1-60480-105-7
Ethiopia ISBN: 978-1-60480-106-4

Category: Children and Family, All Ages
R/T: Approximately 25 minutes each
Format: DVD/Live Action/Closed captioned
Release Date: September 4, 2012
SRP: \$29.95 each, includes PPR

Distributor: Master Communications
4480 Lake Forest Drive #302
Cincinnati, OH 45242
513-563-3100
www.master-comm.com

Press Information: Andrea Blain, Andrea Blain Public Relations
Phone: 847-933-9884
andrea@andreablainpr.com

Master Communications, Inc.
4480 Lake Forest Drive, Suite 302, Cincinnati, OH 45242
Tel: (513) 563-3100 ♦ Fax (513) 563-3105 ♦ e-mail: info@master-comm.com ♦ www.master-comm.com