

## **Jack and Holly.com Launch Children's Christmas Eco DVD.**

*New children's cartoon series, Jack and Holly, uses unique flexi eco-DVD*

Norwich, UK – 30th September, 2010 – New animation start-up Blockhouse TV is introducing parents and pre-school children a new flexible friend – the eco-dvd. This revolutionary disc contains 50% polycarbonates, uses 50% production energy and is 100% recyclable plus it's a first for pre-school entertainment.

“We just wanted to make parents aware that even with consumables like CDs and DVDs you can still care for the environment and do something to help cut down on carbon emissions” says Jez Wright Development Director of Blockhouse TV. “It's fascinating watching parents handle one of these unique disks – it reminds them of the old flexidisks that vinyl records used to use – although the process and products are completely different and much more durable”

Jack and Holly's Christmas Countdown, ([www.jackandholly.com](http://www.jackandholly.com)) released 10.10.10 is an 'early awareness' DVD. It teaches children about the 'magic of Christmas'. “Every child loves Christmas” said Julianne Martin who is the series executive producer, “so we set out to produce a DVD that introduces the concept of Christmas so that toddlers and pre-school children can fully appreciate what is undoubtedly a magical time of year. But it can also be very wasteful so we've very carefully put some discreet 'recycling' messages in there so that children may start to approach the subject and begin thinking about issues around waste”.

Blockhouse TV worked closely with parents, teachers and the Moviestorm (machinima) community to develop its content, and recent screenings with focus groups have shown that the target audience of between 2 to 5 year olds love the product. All voices (inc. Jack & Holly and songs were performed by school children from Norwich who also advised on the vocabulary used.

Jack and Holly's Christmas Countdown was devised with education in mind but as Wright pointed out unlike the claims of some of the other 'early learning' products on the market; “it's not necessarily going to make your child a genius, but with careful guidance and interaction from a parent, this DVD series will surely engage inquisitive minds”

### **ABOUT BLOCKHOUSE TV**

Blockhouse TV ([www.blockhousetv.com](http://www.blockhousetv.com)) is a young television production company based in East Anglia, England. It specialises in educative pre-school video and interactive entertainment.

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