



united learning

A DIVISION OF DISCOVERY COMMUNICATIONS

FOR IMMEDIATE RELEASE

United Learning Helping Kids Find Their Inner Super Heroes *Mighty Me Training Camp* added to roster of educational products

EVANSTON, IL (October 30, 2003) – United Learning, a division of Discovery Communications, Inc., today announced the addition of *Mighty Me Training Camp* to its extensive roster of educational video materials. Designed to teach and encourage self-empowerment, *Mighty Me* is an educational exercise show about the body and how to move it with confidence.

“For almost 50 years, our mission has been to help people learn and stay healthy,” said Beth Ida Stern, Vice President of Product Development for United Learning. “The addition of the ‘Mighty Me’ program to our stable of video offerings will help instill the value of physical activity and self confidence in children at an early age.”

A personal labor of love for creator Brian Donovan, *Mighty Me Training Camp* is based on his over twenty years of experience as an artistic director for a non-profit children’s theater company, “Tiny Tumbling” instructor, camp counselor, Big Brother, babysitter, and nanny. The program camouflages exercises with creative storytelling, physical pratfalls, and fun so that children don’t even know they’re doing them.

“Mighty Me Training Camp is designed to get kids to stand, shake, and shout rather than sit, slump, and stare like most children’s programming,” added Donovan. “Every kid wants to be a superhero, and we encourage them to actively look deep inside and find their own special power—their ‘Mighty Me.’”

In addition to offering *Mighty Me Training Camp* on VHS tapes, the program is also available on United Learning’s award-winning video-on-demand service, *unitedstreaming*, located at www.unitedstreaming.com. For more information call 800-323-9084.

About United Learning

Founded in 1954 to bring high-quality educational content into the classroom, United Learning is a division of Discovery Communications, Inc., the leading global real-world media company, and creator of the Discovery Channel. The company now offers more than 2,000 standards-based, core-curriculum videos and 20,000 video clips, as well as health education and prevention programs for schools and communities in all 50 states and over 100 countries. In addition to VHS and DVD content, the company launched *unitedstreaming*, an award-winning, research-validated video-on-demand streaming and downloading subscription service, in 2001 that is now available to ten million students in more than 24,000 schools across the United States. For more information, visit www.unitedlearning.com or call 800-323-9084.

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Media Contacts:

David Pendery, United Learning
800-323-9084 x128 (dpendery@unitedlearning.com)

Charlene Blohm, C. Blohm & Associates
(charlene@cblohm.com)

1560 SHERMAN AVENUE | SUITE 100 | EVANSTON, IL 60201
847.328.6700 | 800.323.9084 | FAX 847.328.6706
WWW.UNITEDLEARNING.COM | WWW.UNITEDSTREAMING.COM

