

NEWS RELEASE



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ePals and SnagFilms Partner to Premiere Educational Documentaries Online

Through widget technology, educators gain free access to high-quality videos, including National Geographic content

HERNDON, VA. (Dec. 4, 2008) – Compelling documentaries and videos can provide educators a way to engage their media-savvy students and inspire them to become actively involved in subjects they are studying. In partnership with SnagFilms, ePals, Inc., is premiering educational documentaries, including National Geographic’s *Human Footprint*, available for the first time online.

Through this collaboration with SnagFilms, provider of an online resource for free ad-supported viewing of hundreds of award-winning documentaries, educators who are members of the ePals Global Community™ can access [eFilms on ePals™](#), where they can watch and integrate into their classroom activities dozens of high-quality, educational titles appropriate for elementary, middle, and high school audiences. On eFilms on ePals, teachers are encouraged to share their strategies for integrating the films into the curriculum, suggest thought-provoking questions and helpful resources, and even “snag” the films and post them on their own web sites.

Initial content on eFilms on ePals includes the online premiere of National Geographic’s *Human Footprint*, and twenty one additional titles ranging from shorts to feature-length videos, such as *E-Waste*, *Wright Brothers’ Flying Machine* and *Inca Mummies*. Special software is not required and the growing list of titles can all be viewed directly from a browser.

“At their best, documentaries do not just entertain us – they engage and inspire us to take action,” said Rick Allen, CEO of SnagFilms. “For teachers and students, our great library of films shines light on critical topics, deepens lesson plans, and catalyzes family conversations that go well beyond the everyday. Focused on those deeper connections and tied to charities and communities with each film, SnagFilms offers a unique web experience tailor-made for the educational community, and there is no better partner in reaching educators than ePals.”

“This relationship allows us to provide educators with high-quality digital resources they can use to encourage students to become engaged on a global level,” said Edmund Fish, President and CEO of ePals, Inc. “We are excited to partner with SnagFilms and their gold-standard content providers, such as National Geographic, to premiere for education audiences the best of what

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non-fiction films can offer. We also look forward to the contributions of ePals community members in sharing their strategies for integrating these films into their curricula.”

Supporting these goals, *Human Footprint*, a special that originally aired on the National Geographic Channel, addresses how individual consumption and the trash associated with consumption affects the environment. ePals encourages educators to talk about these important issues in the classroom, and watch compelling films like *Human Footprint* to serve as introductions to the discussion.

ePals, the ePals Foundation, and SnagFilms share the common goal of not only engaging their audiences, but also inspiring them to action. To further this common goal, SnagFilms will promote In2Books®, ePals’ curriculum-based e-mentoring program as a volunteer opportunity in the SnagFilms support module.

For more information about, visit <http://www.epals.com/blogs/efilms/default.aspx> and www.in2books.com.

About SnagFilms

SnagFilms features free ad-supported viewing of hundreds of award-winning titles from some of the greatest names in documentary film production and distribution, including PBS, National Geographic, Sundance Preserve, IndiePix, Peter Jennings Productions, Arts Alliance America, ITVS, Koch Lorber Films, and many others. Many of the most prominent documentary filmmakers are participating not only by having their films distributed via SnagFilms, but by engaging with their audience through blogs and offering special “bonus” material, as well as suggesting nonprofit organizations that viewers motivated by these films can link to and support via charitable contributions, volunteering or spreading the word. The company was founded by digital entrepreneur, documentary film producer, sports entrepreneur, and philanthropist Ted Leonsis.

About ePals, Inc.

Founded in 1996 and merged with In2Books® in 2006, ePals offers K-12 students and teachers around the world a safe environment for building and exchanging knowledge based on protected connectivity tools, evidence-based curricula and authentic, collaborative learning experiences. The ePals Global Community™ (www.epals.com) is the largest online community of K-12 learners, enabling more than half a million educators and millions of students across 200 countries and territories to safely connect, exchange ideas, and work together. The company’s mission is to support lifelong learning through collaborative experiences that empower and inspire. ePals is especially committed to enabling academically rigorous educational opportunities in economically disadvantaged environments worldwide through the ePals Foundation – provider of In2Books, the company’s flagship literacy e-mentoring program.

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