

SARA HICKMAN'S "SUPER PAL UNIVERSE" ANNOUNCES FALL 2007 VIDEO COMPETITION

Sara Hickman and her Super Pal Universe band will reinvigorate children's entertainment offerings and expand the online and offline opportunities for educational and inspirational entertainment targeting pre-teens!

The ***Super Pal Universe***, a new education and entertainment network launched by Sara Hickman and local Austin partners, have announced their first video contest for youth participation to be launched in Fall 2007 addressing the theme of ***"Energy Efficiency."***

Entrants can be individuals or teams from area schools, non-profits or community groups. Entrants will submit a 3 minute video or animation piece dealing with Energy Efficiency, with awards going to those that display the highest level of creativity.

The contest cycle will open on September 24th and will close on November 17th, with final awards announced on December 9th as part of the *Super Pal Universe* Gala event at the Alamo Ritz Theatre. Awards will include:

1st prize - \$2500 cash and a Dell digital content creation PC
2nd , 3rd , 4th prizes – Cash awards of \$1500, \$1000 and \$500

In addition, all eligible entrants will have their videos posted on the Super Pal Universe website and will receive special recognition and prizes from our sponsors. Further instructions and details for the contest may be found at www.superpaluniverse.com on or after September 24th.

"Our goal is to encourage kids in the community to engage and 'start the conversation,' said Sara Hickman. "We hope this competition will get kids to really look at big issues like energy efficiency and our environment, but will also create a catalyst where teachers or community group leaders can engage with their kids in a fun, creative and team-oriented activity," Hickman said.

The competition will be managed in partnership with the Austin School of Film www.austinfilmsschool.org, an Austin non-profit that provides education, training and development for emerging visual artists of all ages. ASF will be developing curriculum-based instructions for the video development which will make it easy for any teacher or group leader to coordinate participation.

"ASF is pleased to support the Super Pal program which will encourage active participation and creativity by kids in our community," said Erica Shamaly, Executive Director.

EDUCATIONAL COMPONENT:

The competition will only be open to youth who submit videos under the sponsorship of a local school, nonprofit, church or other community group

located in the Travis, Hayes or Williamson county areas. Cash prizes will be awarded to the community groups, not the individuals.

For more information please call Alan Luecke at 512-431-0598 or email – info@superpaluniverse.com

ABOUT THE SUPER PAL UNIVERSE:

The *Super Pal Universe* mission is to provide high quality educational entertainment that addresses critical social, emotional and cognitive issues faced by pre-teens in today's society. The program focuses on a musical band of pre-teens called Super Pal Universe, with Sara Hickman as their mentor and manager. The program features local, non-professional kids and blends original music with reality-based and entertaining video content. A core component of the program is also encouraging activism and involvement from the kids in our audience, including creation of original content that may be posted on our website and featured in our programs. Our ongoing programming and video contests will focus on real and compelling issues that pre-teens and the global community at large face today – the environment, health, family issues and issues of self awareness and character.

For more information, visit our website at www.superpaluniverse.com

ABOUT SuperAlright:

Super!Alright! is a growing company of audio and visual media artists, including writers, directors, producers, and musicians. It was founded on the desire to extend creative possibilities beyond the realm of any one individual. Although its members currently specialize in audio and visual media such as commercial and music videos, web design, graphic design, and photography, the companies ongoing goal is to create an ever-broadening base of creatives working in all forms of media. We are a network of artists gathered under the belief that our greatest strength is the dynamism offered by the variety of creative capabilities we hold as group.