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**ACCLAIMED FILMMAKER BETSY CHASSE OF *What the BLEEP Do We Know!?* ANNOUNCES
THE LAUNCH OF HER NEW MULTI-MEDIA AND PUBLISHING COMPANY – ELORA MEDIA**

Elora Media features spiritual and motivational books, video & music for children of all ages.

Yelm, WA (September 5th, 2006) – Betsy Chasse, Co-Writer, Co-Director and Producer of the fourth most successful documentary in U.S. history, "*What the BLEEP Do We Know!?* (BLEEP), announced today that she is launching *Elora Media*, a media and publishing company which offers spiritually oriented, motivational books, videos and music for children of all ages.

Her inspiration began in 2004 while traveling around the world with the release of BLEEP. She explains that during that time, she gave birth to two babies, the first in February with the release of BLEEP *and again* in April, to her daughter Eloratheia.

"While traveling to promote the film, so many parents came to me and asked what they could read or show to their children that would reflect how powerful and wonderful they are, and begin to instill the ideas that they are the creators of their reality," explained Chasse. "It was then that I realized that I wanted to combine my love for filmmaking, creating and writing with my love for children."

As a result, Chasse now has her third baby, Elora Media, which is taking its first steps into the world this September, as she is presenting three inspiring new books, *You Can Be Anything!*, *I Can Be Anything Creative Activity Book* and *Where Does the Sun Go?*

You Can Be Anything!

Author Gary Craig

The lyrical and charming verses in the book *You Can Be Anything!* encourage young readers to believe in themselves and their dreams. With its heart-warming text and spirited illustrations, it's the perfect picture book to inspire children over and over again.

I Can Be Anything Creative Activity Book

Authors: Betsy Chasse and Gary Craig

Designed to draw on the inspiration of both mind and spirit, this is a book that will stimulate creativity on a multitude of levels in both you and your child. Enjoy the adventure!

Where Does the Sun Go?

Author Gary Craig

The delightful tale *Where Does the Sun Go?* tells the adventures of the sun and its journey across the sky and over the earth. Written in rhyming verse, this story is as amusing as it is educational, and will enchant preschoolers and early readers - as well as adult storytellers!

Elora Media is scheduled to release additional spiritually oriented, motivational books, videos and music for children of all ages in the coming months. Next up, Chasse is set to begin production of an animated/live action video series for kids entitled, *I Can Be Anything* that will be released in 2007.

I Can Be Anything

Written by Betsy Chasse and Gary Craig Illustrations by: Gary Craig

I Can Be Anything is an interactive video of positive affirmations for young children that is designed to strengthen their self-awareness, optimism and inner resilience by inspiring them to realize that they can succeed; that they are wonderful; that they can *be* anything and *do* anything their hearts desire.

Chasse is also currently acquiring rights for existing titles and music to use in children's videos as well as creating new material for distribution. Additional long-range goals for Elora Media include expanding into toys and games.

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"I understand most parents don't want their kids watching television," says Chasse, "but we can't lock them in a closet! What we can do is create videos, films and games that are fun, which encapsulate the concepts and ideas we believe will help them to evolve and grow spiritually as well as academically.

"By using this wonderful medium we can bring beautiful fables and stories to life, incorporate uplifting messages, higher frequency music, interactive movement and dance, animation - all sorts of things - and hopefully inspire great moments of adventure and exploration between parents and their children while supporting them to be the incredible beings they want to become."

For more information and to sign up for regular updates, go to www.eloramedia.com.