



**THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES
ANNOUNCES THE
35th ANNUAL DAYTIME CREATIVE ARTS & ENTERTAINMENT
EMMY® AWARD WINNERS FOR ANIMATION
AND NOMINEES FOR NEW APPROACHES**

*Awards to be given out at a gala ceremony on June 13, 2008
at the Frederick P. Rose Hall, Home of Jazz at Lincoln Center in New York City*

New York – May 15, 2008 – The National Academy of Television Arts & Sciences today announced the animation winners and New Approaches nominees to be presented at the 35th Annual Daytime Creative Arts & Entertainment Emmy® Awards.

The Outstanding Individual Achievement in Animation Emmy® Award is a juried award given for a single episode of a series or special. The award is based on individual achievement rather than team effort. Animators, Background Key Designers, Color Stylists, Layout Artists, Production Designers, Storyboard Artists and Character Designers are eligible for an award in this category.

The Emmy® awards for Outstanding Individual Achievement in Animation will be presented to Sandra Equihua, Character Designer for “El Tigre” for the episode “Enter the Cuervo,” Bob Boyle, Production Designer for “Wow! Wow! Wubbzy” and Peter Ferk, Storyboard Artist for “Growing Up Creepie” for the episode “Creepie Friday.” “Growing Up Creepie” airs on Discovery Kids and is produced by Mike Young Productions, Inc. *El Tigre* and “Wow! Wow! Wubbzy” air on Nickelodeon.

The New Approaches categories emphasize innovative production techniques and the use of media enhancement to support content. With emerging and converging technologies, and multi-platform distribution capabilities, we recognize that the medium is changing and that content is available in many forms. Entries can be both broadcast and broadband but the common denominator is quality. This year’s nominees in two categories are:

New Approaches – Daytime Entertainment

Nominee

Circle Squared, A Tale of Giving
Dinner Plans
In Men We Trust
Satacracy 88
Yes We Can Song

Producer

The New York Times Style Magazine
The New York Times Company
PersonalScreen.com
ItsAllinYourHands.tv
DipDive.com

New Approaches – Daytime Children’s Entertainment

Nominee

Cyberchase

Discovering Language Arts

I Got A Rocket

Producer

Thirteen/WNET

Tapestry

Kabillion

All nominees and winners will receive their awards at a black-tie ceremony honoring the Creative Arts and Entertainment categories of the 35th Annual Daytime Entertainment Emmy Awards. The ceremony will be held on June 13, 2008 at Fredrick P. Rose Hall, Home of Jazz at Lincoln Center in the Time Warner complex in New York. The awards recognize outstanding achievement in all fields of daytime television production and are presented to individuals and programs broadcast from 2:00 a.m.-6:00 p.m. during the 2007 calendar year.

A complete list of nominees in all categories and a list of programs with multiple nominations compiled by the independent accounting firm Deloitte & Touche LLP and are also available on the National Academy of Television Arts & Sciences web site at <http://www.emmyonline.tv>.

Kmart is the exclusive retail partner of the 35th Annual Daytime Entertainment Emmy® Awards. American Airlines is the Official Airlines of the 35th Annual Daytime Entertainment Emmy® Awards. Charles Fazzino is the Official Artist of the 35th Daytime Entertainment Emmy® Awards.

The 35th Annual Daytime Entertainment Emmy® Awards is a presentation of the National Television Academy in cooperation with the Academy of Television Arts & Sciences.

About The National Academy of Television Arts & Sciences

The National Academy of Television Arts & Sciences (NATAS) is a professional service organization dedicated to the advancement of the arts and sciences of television and the promotion of creative leadership for artistic, educational and technical achievements within the television industry. It recognizes excellence in television with the coveted Emmy® Award for News & Documentary, Sports, Daytime Entertainment, Daytime Creative Arts & Entertainment, Public & Community Service, Technology & Engineering, and Business & Financial Reporting. Excellence in Primetime programming and international programming is recognized by its affiliate, the Academy of Television Arts & Sciences. Regional Emmy® Awards are given in 19 regions across the United States. Beyond awards, NATAS has extensive educational programs including National Student Television and its Student Award for Excellence for outstanding journalistic work by high school students, as well as scholarships, publications, and major activities for both industry professionals and the viewing public. For more information, please visit the website at www.emmyonline.tv

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