http://www.animationinsider.net/article.php?articleID=680

MYP Gets Interactive

April 2nd, 2005 1:36 PM by [Aaron H. Bynum](http://www.animationinsider.net/staff.php#4)

Adventurous

Lean Forward Media with a partnership with Mike Young Productions ([*Pet Alien*](http://www.animationinsider.net/article.php?articleID=578)), has announced a brand new line of interactive materials that are sure to be a hit with children willing to learn while engaging in some of the most uniquely entertaining materials created. Through a series of interactive DVD releases, Mike Young Productions and Lean Forward Media plans to get closer to kids with a variety of creative and innovative materials for their particular demographic.

Targeting kids aged six to eleven, Lean Forward Media is taking its incredibly popular concept of its "Choose Your Own Adventure(R)" books from the 1980s and integrating the technology and intellect of the developers and producers at Mike Young Productions, in order to create a variety of quests and adventures for children to work through.

The first DVD in the series, *The Abominable Snowman*, follows three siblings on a quest to rescue their Uncle in the Himalayan region of Nepal. Aimed at kids ages 6 to 11, it features the voice talents of Academy Award-nominee and Emmy Award-winner William H. Macy (*Seabiscuit*, *Fargo*, TNT's *Door-to-Door*), Emmy-nominee Frankie Muniz (FOX's *Malcolm in the Middle, Agent Cody Banks*), Lacey Chabert (*Mean Girls*, FOX's *Party of Five*), Daryl Sabara (*Spy Kids*), and Felicity Huffman (ABC’s *Desperate Housewives*).

An incredibly helpful and unique learning tool for those needing to expand their youthful sense of adventure, this concept starts with one opening scene and then branches into 11 distinct adventures. The DVD prompts the viewer on-screen every three to four minutes to make a decision that affects the plot. And—the action will never stop because the DVD is programmed to randomly choose a story branch if the viewer does not make a selection of his own. Viewers can explore all of the permutations of the branching story to enjoy hours of thrilling adventure set against the backdrop of the culture and geography of Nepal.

Presently scheduled for a release in the fall season of 2005, this Mike Young Productions project will be another well rounded and intimately designed result of hard work and keen industry insight. Mike Young Productions, known for their highly trained production staff, and dedicated panel of developers, will most certainly give this series of interactive DVDs, such as the first release entitled *The Abominable Snowman*, the best treatment possible.

Mike Young, the founder of MYP and supervising producer of The Abominable Snowman is confident that the project will be a success. "We were drawn to the unusual creative license this project gives the audience," he said. "It's so important to inspire imagination in children today and between Lean Forward Media's groundbreaking, proprietary technology and our breathtaking animation, we've found a compelling new way to captivate kids."

**About Lean Forward Media:**

Lean Forward Media (LFM) is a high-growth company dedicated to creating high quality content that entertains, engages and educates. It was founded by Jeff Norton and Michelle Crames while attending Harvard Business School in 2003. In April of 2004, LFM won the largest business plan competition in the U.S., the Venture Bowl. The company is backed by venture capital from the New York based, early stage venture fund, Carrot Capital. Jeff Norton has deep marketing and project management experience (Procter & Gamble) and possesses broad experience in the entertainment industry (Regent Entertainment, International Creative Management). Michelle Crames has experience in production (Warner Bros.), strategy (McKinsey & Co.), family entertainment licensing (Disney), and educational initiatives. In addition to the founders, LFM’s Board of Directors includes David Geliebter and Sven Jacobson of Carrot Capital, and Charles Rivkin, former CEO of The Jim Henson Company. The company is headquartered in West Hollywood, CA. "Choose Your Own Adventure(R)" is a registered Trademark of Chooseco LLC.

**About Mike Young Productions:**

One of the most prolific independent animation studios working today, MYP represents the mind-meld of partners Mike Young, creator of the British Academy award-winning series *SuperTed*; Liz Young, supervising producer of Scholastic Entertainment's Emmy-nominated *Clifford the Big Red Dog*, and its spin-off, *Puppy Days*, both on PBS KIDS; and two-time Emmy Award-winning Bill Schultz, producer of *The Simpsons*. With 15 years experience in the industry, MYP has a long and successful track record of creating quality-animated series that touch, teach and delight their audiences. Other recent credits include the multi Emmy, Hugo, Prix Jeunesse and Parents Choice Award-winning PBS KIDS' series, *Jakers! The Adventures of Piggley Winks*; Discovery Kids and TLC’s critically acclaimed *ToddWorld*; and the red-hot *Pet Alien* for Cartoon Network Worldwide.