

Canuck outfit enters the distribution game

Despite a tough climate for international programme sales, Canada's Re:think Entertainment is hoping to make its mark in Cannes next month with a slate of factual and kids programming.

Launched by former Canadmedia sales exec, Paula Hutchinson and partner Susan Boshcoff, Re:think is gearing up for its international debut at Mipcom next month with both finished programming and projects in development.

Leading off Re:think's slate is doc project Exploring Horizons (39x60'). Sales to OLN Canada and Discovery Latin America are already in place on project that is now in its third season. It is billed as "an exploration of the culture and geography of some of the planet's most remote regions".

Other completed titles on the slate include: Island Wind (1x60'), an adventure sport doc that reveals the stories behind growing kite-skiing sport; Trailcutters (1x60'), an environmentally focused hiking doc that explores Gros Morne National Park; and a youth magic series called Magic Unlimited (9x30').

According to Boshcoff, director of production and development, and Hutchinson, director of sales and acquisitions, Re:think will also be seeking coproduction partners for several children's projects, currently in development.

These efforts include: Soccer! Soccer!, an instructional football series for kids 6-12, taught by an international cast of professional players; and Your Oyster, a series for 8-12 year olds where kids experience a day in the life of a child from another part of the world.

Also in development is Media Makers, billed as 'Larry Sanders meets Popular Mechanics for Kids', in which a young star's fictional TV show serves as a teaching tool for kids to create their own media projects.

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24 Sep 2003
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