

FOR IMMEDIATE RELEASE

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## **THE SECRET IS OUT “DAISY TELLS A SECRET” IS A PRIZE**

PONTIAC, MI, July 17, 2011... The secret used to be that children who were inappropriately touched or even assaulted kept that information to themselves in part because adults did not talk about it. HAVEN commissioned One of Us Films to find a way to start the conversation between kids and adults and the resulting film *Daisy Tells a Secret* now has four awards to its credit.

In 2011 the animated film garnered the following accolades, The [Parents' Choice "Recommended Seal"](#); [Summit International Awards, "Summit Creative Award, Education Video, Silver"](#); the 32nd Annual Telly Awards, Education Video (for academic use), Silver Award and the 32nd Annual Telly Awards, People's Telly Award, Bronze Award.

*Daisy Tells a Secret* is an animated story about personal safety and body ownership for children four to eight years old. The DVD includes interviews with psychology, safety and medical experts with the aim of helping adults navigate age appropriate conversations with children on the challenging subject of sexual abuse. The DVD was commissioned by HAVEN, which provides domestic violence and sexual assault treatment and prevention services in southeastern Michigan.

The film was produced by One of Us Films and was directed by Lora Probert and animated by [Daniel Gillies](#). One of Us Films is a Detroit-based media production and distribution company. [www.oneofusfilms.org](http://www.oneofusfilms.org)

Positive response to the film has not only been from critics but from parents as well. One called it “an invaluable resource to help young children learn crucial lessons about personal safety and body ownership. “ Another states that the “greatest asset of this DVD is its precise and reliable information. It doesn't sugarcoat anything, yet it manages to deliver its message in a tone that is both tasteful and reassuring”

There are two versions of the instructional DVDs. One is for parents that retails for \$19.95 and one is for use by schools, educators, healthcare providers, and daycare and prevention centers that is available for \$145.95. The animation is available in English and Spanish, and a specially edited American Sign Language version. DVD excerpts and purchasing instructions are available at [www.daisytellsasecret.com](http://www.daisytellsasecret.com).

### **About HAVEN**

HAVEN is Oakland County's center for the prevention and treatment of domestic violence and sexual assault. The nationally recognized non-profit organization is a leader in preventing and treating the trauma of domestic violence and sexual assault, through community education and empowerment of survivors. HAVEN believes that everyone deserves to live without fear.

For more information about HAVEN and its programs and services, visit [www.haven-oakland.org](http://www.haven-oakland.org) or call (248) 334-1284.

## **About the Awards**

### Parents' Choice "Recommended Seal"

Designed to help parents and caregivers of all achievements and backgrounds make informed decisions about which new products are right for their children, the Parents' Choice Awards is the nation's oldest nonprofit program created to recognize quality children's media.

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### Summit International Awards, "Summit Creative Award, Education Video, Silver"

The Summit International Awards (SIA) organization is dedicated to furthering excellence in the marketing communications industry. Throughout its seventeen-year history, its Creative Award has established itself as one of the premier arbiters of creative and communication excellence.

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The 32nd Annual Telly Awards, Education Video (for academic use), Silver Award

The Telly Awards honor the very best local, regional, and cable television commercials and programs, as well as the finest video and film productions, and work created for the Web. Since 1978, their mission has been to strengthen the visual arts community by inspiring, promoting, and supporting creativity.

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The 32nd Annual Telly Awards, People's Telly Award, Bronze Award

The People's Telly Awards consists of special categories whose entries are featured on a custom built Telly YouTube® Channel. The videos and commercials are rated by the Silver Telly Council, the "people, peers and enthusiasts throughout the industry.

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