

PRESS RELEASE



HEATHER HAWTHORN-DOYLE JOINS FORCES WITH *WORLDWIDE BAG MEDIA INC.*

(May 2, 2011 – Vancouver, Canada) **Worldwide Bag Media** is pleased to announce **Heather Hawthorn-Doyle** as the new **Head of Development** and **Executive Producer** for **WBM Inc.**, the Vancouver-based, multi-media production company behind *The Shopping Bags*, *Anna & Kristina's Beauty Call*, *Anna & Kristina's Grocery Bag*, and the overall **A&K** brand.

Hawthorn-Doyle, along with **WBM President Anna Wallner** and **WBM CEO Kristina Maticic**, have created their first new series together, and are already in funded development.

Earlier this year, Worldwide Bag Media, along with **Picture Box Distribution**, licensed all 65 episodes of *Anna & Kristina's Grocery Bag* to the **Oprah Winfrey Network (OWN)** as part of the new network's January 2011 U.S. launch.

"I'm honoured to help take such a forward-thinking company to the next level," says Hawthorn-Doyle, who served as one of the early series producers of *The Shopping Bags*. "It's like a television homecoming of sorts."

After helping that show rise to international success, Hawthorn-Doyle started the flourishing Lifestyle division for **Omni Film Productions**, and was responsible for developing and producing *Word Travels* (40X30 OLN/NAT GEO WILD), a docu-soap series about two competing travel writers, which now airs in over 100 countries. She also brought such innovative series as *Pure Design* (26X30) and *She's Crafty* (23X30) to **HGTV**, and *Smart Cookies* (26X30) to **W Network** and **OWN Canada** with great success.

A multiple award-winning producer and director, Hawthorn-Doyle has had countless other series and specials under her belt, including producing **CBC's** youth documentary series, *Make Some Noise* – winner of the \$50,000 Shaw Rocket Prize, the Gemini for Best Youth Series, and the internationally-acclaimed **NHK Japan Prize**. HHD also brought her unique vision as Senior Director to launch the CTV affiliate **Vancouver Television**, which won the **RTNDA** for Best Local Newscast in the country.

"Heather brings an extreme amount of experience and passion to our company," says Maticic. "She has an innate sense of visual storytelling and can pinpoint just what works."

Hawthorn-Doyle adds, "This is just the beginning of a multi-program, multi-platform adventure for a team that speaks the same language. I'm very excited."

For more information, please contact:

Krista Kelloway
Worldwide Bag Media Inc.
(604) 340-4191
kkelloway@bagmedia.ca