



Save the Children

October 29, 2007

To Whom It May Concern,

I write to express my strong support for Whiz Kids Workshop – the creators of *Tsehai Loves Learning* – Shane Etzenhouser and Bruktawit Tigabu.

Save the Children worked with this team to produce four episodes of *Tsehai Loves Learning* focused on children impacted by HIV and AIDS. Our programs are focused on those issues identified by children as the areas that are the most important to them – food, education, and counseling (psychosocial support). The *Tsehai* episodes provided very important messages for children in all of these areas.

On behalf of my colleagues I want to express my enthusiastic support for the creativity, passion, and professionalism that Shane and Bruky brought to their work. I had the opportunity to observe children watching the show – at the Alem Cinema in Addis Ababa and at a local community center in Dukum. The children were captivated by the story and the messages they received from the show.

The best endorsement for the show (besides the children!) and its producers comes from Olympic Gold Medal Athlete, Haile Gebreselassie, who said at the September 10 launch,

“Ethiopia should be known for its famous runners, its wonderful history, fabulous people, and delicious food not for the number of children orphaned by HIV/AIDS. Children, I encourage you to get an adult – your mother, your cousin, your aunt, a neighbor – to watch the *Tsehai* series with you. Adults, please take time to discuss these shows with your children -- what they see and how they feel. As a parent, I know these conversations aren’t always easy, but we must have open communication with our children if we are ever to solve our societal problems.”

Again, on behalf of Save the Children, I encourage your support and partnership with Shane and Bruky of the Whiz Kids Workshop.

Sincerely,

A handwritten signature in cursive script that reads "Carol Miller".

Carol Miller
Director of Policy and Communication
Africa Area
Save the Children