



**OODLES WORLD INVITES KIDS TO SING-ALONG TO  
SCRIPTURE WITH BRAND NEW ANIMATED DVD SERIES,**

**TreasureToons**

**DEBUT PROJECT RELEASES OCT. 4<sup>TH</sup>**

*“Cassie Byram has created a wonderful teaching tool for young people. Learning the Word of God and biblical principles in a fun way is sure to be a great blessing to your children.”*

**– Kathie Lee Gifford, television host, actress, singer and author**

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**LOS ANGELES, Calif.** (Sept. 28, 2016) – In association with **Oodles World**, award-winning actress, singer and songwriter, **Cassie Byram**, is planting God’s Word in children’s hearts with the release of **TreasureToons** on October 4. This whimsical animated series of sing-along videos is aimed at enabling young children to memorize Bible verses. The first installment in the *TreasureToons* brand will be available exclusively for digital download at iTunes and on DVD at [www.TreasureToons.com](http://www.TreasureToons.com).

*TreasureToons* is a family endeavor, inspired by Byram’s Lifetime Scripture Songs album, “WONDERFULLY MADE” and produced in collaboration with her husband, Amick Byram (Grammy and Emmy nominated singing/actor) and their musically talented adult sons. Together, the Byram’s have crafted a series of colorful lyric videos filled with memorable songs, friendly characters and an animated world that children will want to explore over and over again.

“My main goal is to add value to people’s lives,” Byram shares. “I want to help children know how loved they are by God while teaching them to love God and others by introducing them to Scripture in a fun and easy way. The Scripture songs I’ve written, along with the *TreasureToons* project, are my way of blending faith and career through animation. One of the greatest gifts for me personally was collaborating on these projects with my sons and my husband.”

Loaded with more than 50 minutes of delightful entertainment, combined with original music from world-class musicians, these videos use lyrics straight from the Bible. Every song on the *TreasureToons* DVD is beautifully animated to match the message of each particular Scripture verse and capture the imagination and attention of small children.

*TreasureToons* has been approved by the prestigious Dove Foundation, which awarded the DVD “5 out of 5 stars.” In addition, *TreasureToons* has already received critical praise from a host of high-profile supporters:

*“Singing is a tried and true way to hide the Word of God in our children’s hearts, and TreasureToons is a gem of a fun way to do just that!” — Martha Williamson, executive producer and creator, “Touched By An Angel”*

*“I am so excited about TreasureToons by Cassie Byram. If you have children this is a must; but be forewarned, for it will be in your heart as well.” — Kay Arthur, co-founder, Precept Ministries International*

*“What Cassie Byram and her team have created with TreasureToons is a fantastic way for young children to learn the Word of God. It’s never too early to instill Scripture in our children, and what better way than through music? I’d recommend this DVD to any parent!” — Robert Morris, founding senior pastor, Gateway Church; and bestselling author of “The Blessed Life,” “Truly Free” and “Frequency”*

Beginning Oct. 4, *TreasureToons* is available for digital download on iTunes for \$9.99, while the physical DVD is available exclusively at [www.TreasureToons.com](http://www.TreasureToons.com) for \$12.95. For a limited time, [treasuretoons.com](http://treasuretoons.com) will also offer a holiday bundle, which includes the new *TreasureToons* DVD, Byram’s “WONDERFULLY MADE” CD and a plush stuffed animal of Rippy the Frog for \$19.95. Parents can preview the DVD at [www.treasuretoons.com](http://www.treasuretoons.com).

For the latest news and updates regarding *TreasureToons*, please visit:

Website: <http://treasuretoons.com>

Facebook: <https://www.facebook.com/treasuretoons/>

Twitter: <https://twitter.com/treasuretoons>

Instagram: <https://www.instagram.com/treasuretoons/>

YouTube: <https://www.youtube.com/channel/UCvSbB9O4fuICgZeWodiCVPg/videos>

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**TREASURETOONS DVD**

Street Date - October 4, 2016

Format - DVD

DVD UPC -64637576192

SRP - \$9.99 (iTunes) / \$12.95



**TREASURETOONS HOLIDAY BUNDLE**

Street Date - October 4, 2016

Format - DVD, CD, plush toy

Holiday Bundle UPC -TK

SRP - \$19.95

**Oodles World**

Headquartered in Asheville, N.C., Oodles World is a fully-integrated company producing high quality family products and entertainment. Oodles World creates, produces and distributes relevant values-based products to the faith and family marketplace with a goal to engage, entertain, excite and inspire family members young and old, while reinforcing timeless values. Oodles World is also responsible for producing all *Lifetime Scripture Songs*, *His Armor*, and *TreasureToons* products.

### **Cassie Byram**

Cassie Byram is an award-winning actress, singer and songwriter whose accomplishments encompass theater, film, television, voice-overs, published songwriting and multiple album releases for adults and children alike. Her television credits include a guest starring role on “Jake and the Fat Man” and starring roles in pilot episodes of “Star Trek: Deep Space Nine,” “Journey to the Center of the Earth” and “Civil Wars.” In addition, Byram also appeared in feature film *The Time Changers* alongside Gavin MacLeod and Jennifer O’Neil and performed “If I Loved You” in *City Hall* starring Al Pacino. Byram was also the featured soloist in the classic animated film *Totoro*. Byram currently serves as the Executive Creative Producer for Oodles World, a company creating and developing high-quality, faith-based products and entertainment for the ever-growing family marketplace.

### **Amick Byram**

Amick Byram has a rich history in the world of entertainment both in Hollywood and New York. As a commercial theater producer, Amick directed five world premieres of new musicals with individual show budgets to \$8 million and has produced regionally and in NYC. He is the founding producing director of the prestigious American Coast Theater Company, and is a guest lecturer at leading colleges and universities presenting master classes in the arts and seminars on The Business of the Business. Amick has produced major events for Fortune 500 companies both in the U.S. and internationally, was the executive producer and director of the 60th Anniversary Celebration of the Nation of Israel in Los Angeles Calif., and was a producer of the television and radio advertising campaign “You’ll Never be the Same” for the Israel Ministry of Tourism. An accomplished singer and actor, he sang the role of Moses in the movie, *The Prince of Egypt*, starred on Broadway, and has been a series regular and guest star on several television shows. He has two Grammy Award nominations and has a performance that received an Emmy Award nomination. As president of Oodles World, Amick brings a depth of experience, skills, and knowledge to Oodles World and the new division of the company, Oodles Entertainment. With a degree in business, Amick finds himself on both the creative and the business side being able to seamlessly think, work, create and problem solve in both spheres. His is proud of the mission of Oodles World to produce products and resources that entertain and at the same time reinforce the Word of God in the hearts of kids and families. Amick’s finest accomplishment is his marriage to Cassie, the CEO of his life and the co-producer of his two sons, Jonathan and Benjamin.

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