

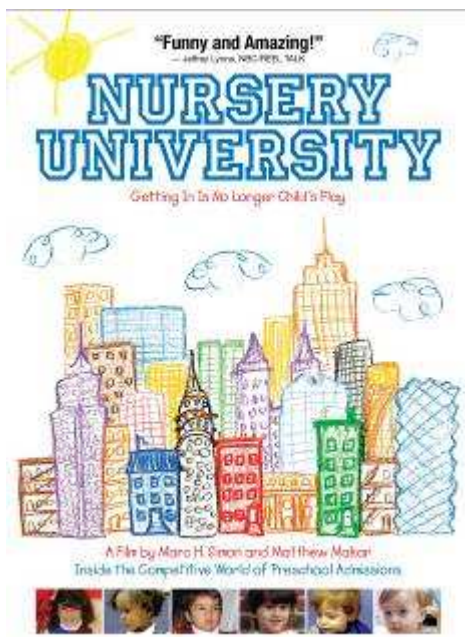
PREORDER Jun 9 RELEASE Jul 7

NEW RELEASE: DOCURAMA FILMS

NURSERY UNIVERSITY

An entertaining look at the cutthroat world of preschool admissions in Manhattan

- Premiered on Showtime in May 11, 2009, with a limited theatrical run in April and May 2009.
- Official selection of the Hot Docs, Hamptons International, and Margaret Mead Film Festivals, and featured in the *New York Times*.
- The film serves as a primer for city parents about to go through the process, but also an entertaining view for outsiders who can marvel at the insanity of it all.
- Grassroots marketing outreach targeted parenting sites, especially in New York and other major metropolitan cities.
- PR campaign included outreach to parenting sites and publications and “mommy blogs,” as well as major news outlets, especially in New York; featured on *CBS Sunday Morning* on September 27, 2009.



SYNOPSIS Elaborate application forms. Grueling interviews. \$4,000 consultants. College admissions? No—welcome to the preschool application process on the island of Manhattan. **NURSERY UNIVERSITY** takes an entertaining look at the shark-infested waters surrounding the most prestigious nursery schools in the country. For many parents, the right preschool means the right college and career for their child, and with 20 applicants for each spot, the process can be a grueling eight months. Told with humor and humanity, **NURSERY UNIVERSITY** reveals the sweet insanity of it all.

PRODUCT INFORMATION

DVD FEATURES: Deleted scenes; audio commentary; tips on getting in

SRP: \$26.95 U.S., \$29.95 CAN
FORMAT: Single
PACKAGING: Standard Amaray
LENGTH: Approx. 90 mins + extras
GENRE: Documentary
YEAR: 2007

LANGUAGE: English
COLOR: Color
WIDESCREEN: Yes
AUDIO FORMAT: Stereo
UNITS PER CARTON: 30

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