



4REAL Receives 2009 Harmony Award

Toronto – October 29, 2009 – 4REAL was awarded the prestigious Harmony Award in October at a banquet in Toronto. Based in Vancouver, 4REAL has become a global force with Canadian roots. The 4REAL documentary series was first broadcast on CTV and MTV and now airs in 166 countries and 34 languages.

Harmony Movement paid tribute to 4REAL co-founders Josh Thome and Sol Guy at its annual gala on October 29 at the Arcadian Court in Toronto. The award banquet recognizes leaders in the areas of diversity, activism and education. The award jury cited Josh and Sol, and the 4REAL team, for inspiring youth through art, music, and culture and to take action for positive social change.

The Harmony Award is presented annually to Canadians who are committed to and have worked tirelessly to enrich diversity in society. Past recipients include June Callwood, Romeo Dallaire, Michele Landsberg and Stephen Lewis. Harmony Movement was founded in 1994 to encourage Canadians to value diversity and to foster a commitment to a just, caring society. Last year, over a hundred diversity and equity education programs were delivered in schools and communities across the GTA and southern Ontario.

“We want to recognize and celebrate students, educators and activists who have made an impact in their communities and around the world,” says Executive Director Cheuk Kwan. “The Harmony Award Banquet gives us that opportunity and at the same time providing a platform for meaningful exchanges amongst all those who are committed to diversity.”

This year’s event included performances by Juno-nominated singer Zaki Ibrahim and international artist Waleed Kush.

The day after the Harmony awards, Thome, Guy and 4REAL School creator Melahnie Moodie presented 4REAL School before the Toronto School Board. 4REAL School is a dynamic set of teaching guides and DVDs based on each episode of 4REAL. Using thought-provoking, hands-on lessons, multimedia and music, 4REAL School engages students in grades 6-12 on issues such as poverty, human rights, and the environment. Big kudos to Angela Brown, Vancouver School Board’s Anti-racism & Diversity Consultant, for connecting 4REAL with the Toronto board. Thanks to Angela’s belief in the resources, 4REAL School was adopted district-wide in Vancouver this past spring.

4REAL’s most recent project is 4REAL Flow, an online tool that allows users to raise money for their favorite causes without spending any of their own.

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