

PRESS RELEASE

Amsterdam video content company LifeHunters video selected by American universities to be part of their curriculum.

The California State University is preparing an Expository Writing and Reading Course (ERWC). To support the module ‘Generation to Generation’, the University decided to use storytelling video content as supportive material. From a broad selection of video content, LifeHunters video series; ‘life lessons from 100 years’ (<https://www.youtube.com/watch?v=9AThycGCakk>) stood out in its great storytelling and overall quality.

Anouk Last (partner LifeHunters):

“Storytelling content and specific content of the elderly are well valued. LifeHunters is always busy developing content that fits with the world of experience of target groups. Remarkably our 10-minute long-form film is mostly watched by a younger audience. The conclusion is that if you produce content that is worth watching, also youth will be interested”.

Molly Berger (English Language Arts Specialist):

“As I was looking for a video to enhance this learning module, Generation to Generation, I went to YouTube and searched for “storytelling and elderly”. Many choices came up, but this was clearly the best. I knew that the three people interviewed would draw my students in immediately and connect with the readings of the module. The question selection, editing, and clarity of the video also added to my choice. Thank you for this wonderful video and your willingness to share it with our students.”

The ‘Generation to Generation’ module that the University is preparing is available free of charge to participating high schools to adopt as part of a college-preparatory course in English Language Arts for teachers and students in grade 11 to use for the next four years up to 2023.

Note for more information – not for publication

For more questions or background information you may contact:

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