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June 18, 2011

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[Anger Management](#)

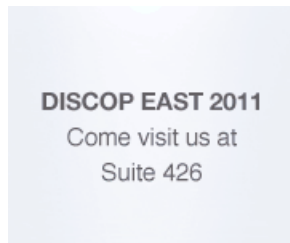
Hero Dogs of 9/11 Gets Piloted for Animal Planet Canada

By Kristin Brzoznowski
Published: June 17, 2011



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BANFF: *Hero Dogs of 9/11*, a joint-venture project from Dog Files, Starlight Runner Entertainment and kelencontent that was inspired by a six-minute viral video, is being presented as a one-hour pilot to Animal Planet Canada.



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The video *Hero Dogs of 9/11* was released online in September 2010, attracting more than 250,000 views in the first 24 hours. Following the success of the video, executive producer Kenn Bell of Dog Files, Starlight Runner Entertainment and kelencontent teamed up to produce the project. The series is slated to launch into production this summer. The *Hero Dogs* doc special looks at the search and rescue dog teams who were at Ground Zero. The series will feature 12 half-hour stories.

kelencontent is at the Banff World Media Festival to look for U.S. and international pre-sale broadcast partners.

Jeff Gomez of Starlight Runner commented: "As long-time supporters of Kenn Bell and Dog Files multiplatform franchise, it gives my partner Mark and I great pleasure to join with kelencontent to open a new chapter in our relationship in the form of *Hero Dogs of 9/11*, a celebration of the noblest of canines at Ground Zero."

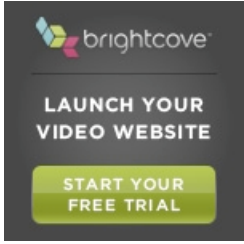
Bell added: "Dog Files the website is excited to be associated with the *Hero Dogs* brand. The Dog Files website was originally created to celebrate the unconditional love that my adopted dog, Max showed to me. My love of dogs inspired me to create compelling dog stories for the online world. I can't think of a better way to continue the celebration of all things 'dog' than joining forces with Starlight Runner Entertainment and kelencontent to tell the untold transmedia stories of the Hero Dogs of 9/11 who made a significant contribution at Ground Zero. Throughout history, dogs have been there for us in our time of need and on September 11, 2001 the dogs came through for people in ways that have never been fully revealed until now."

Tanya Kelen of kelencontent said: "We are excited to be joining forces with such a stellar team and franchise that engages audiences with its universal appeal."

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