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VERSUS VALERIE receives Independent Production Fund financing

6.18.2012 / Toronto - **VERSUS VALERIE**, a 12-part original web series that follows the fictional life of YouTube's Sexy Nerd Girl, has been awarded one of the Independent Production Fund's annual production investments.

For 18 months, the team behind SexyNerdGirl has carefully crafted the online persona of the fictional character Valerie Lapomme (played by actor Hannah Spear), creating an internet sensation whose videos have over 1.75 Million views and have recently been nominated for Best Web Series in the 2012 Canadian Comedy Awards. The team's efforts have focused on making interactions with the audience an important part of the story, often shaping Val's personal views, her relationships and her story as a whole.

SexyNerdGirl is a 1st person narrative, meaning "Valerie" broadcasts her story like any other person on the internet, through Facebook, Twitter, Tumblr, her Blog and through her successful vlog (video blog) on YouTube. The success of the team's commitment to developing the character of Valerie Lapomme through her online presence can be seen in the impressive numbers the project has accumulated.

VERSUS VALERIE is a web series about the life of Valerie Lapomme, following her as she stumbles through life, work, friends and family. The series will take advantage of the modest celebrity that Val's SexyNerdGirl persona has generated and build on that success with a splashy, effects-laden 12-part series that will launch in early 2013 and run through the summer.

For more information please contact Mike Fly, Producer, at mike@sexynerdgirl.com or 647.996.0847
Images for publication available at <http://sexynerdgirl.com/press>

About VERSUS VALERIE:

Producer: Mike Fly
Directors: Mike Fly, Simon Fraser
Writers: Stephanie Kaliner, Jan Caruana, Chris Craddock, Galen Drinnan, Simon Fraser, Kyah Green, Jeremy Mersereau, Alice Moran, Rob Norman, Deborah Etta Robinson
Actors: Hannah Spear (Valerie Lapomme), Adam Christie (Guy Sideki), Shelley Kidwell (Mother)

About SEXY NERD GIRL:

SEXY NERD GIRL / <http://sexynerdgirl.com/wtf.php>
Facebook Friends: 2990+ / <http://www.facebook.com/sexynerdgirl>
Facebook Fans: 3300+ / <http://www.facebook.com/sexynerdgirlinc>
Google+ Circles: 1190+ / <http://plus.google.com/110076216099772351160>
YouTube Upload Views: 1,770,000+ / <http://www.youtube.com/user/sexynerdgirlcom>
YouTube Subscribers: 12,900+
Twitter Followers: 2700+ / <http://twitter.com/SexyNerdGirl>
Blog Pageviews: 88,900+ / <http://sexynerdgirl.com/blog/>
Tumblr Followers: 1100+ / <http://sexynerdgirl.tumblr.com/>
KLOUT Score: 62 / <http://klout.com/> (Valerie Lapomme)