

'STANDARDIZED' IS TAKING HOLLYWOOD BY THE BELLS!

Parabolica brings the multicultural discussion to the forefront with the First Season of its original YouTube series

Toronto (August 30th, 2015) – Canadian-based Parabolica has launched **Standardized**, an original YouTube series that brings the discussion about immigration and immigrant inclusion to North American screens. Created by and starring Lipe Viana, the web series follows an aspiring Latin American actor in his attempts to get rid of his accent to become an international movie star.

Produced by Parabolica (Lipe Viana), in association with MAD Resilience Films (Mark Datuin), **Standardized** engaged a group of professionals from different nationalities to tell a story that hits very close to home.

"Standardized speaks to the desire to belong to a new country, a new society. As an actor by trade, speech therapists and accent coaches have been a crucial part of my professional life since I landed in Canada. The show is a way to laugh at years of training and embrace my roots in a very fun way," says Viana.

Directed by award-winning director Mark Datuin (White Lock, Strangers on Bench), **Standardized** utilized blind casting to convey the message of inclusion through diverse backgrounds.

"The cast and crew of **Standardized** proudly come from various backgrounds, both cultural and social. Regardless of our history or of how we have arrived here, we all have overcome difficult challenges in life. In this new web series, Lipe's character is the vessel, or the voice of many people who have struggled with their journey. After all, we share the universal need to belong. Rather than dwelling on stereotypes, Standardized explores what happens when we embrace them, while looking at the positive side of change," said Datuin.

You can watch **Standardized Season 1** at [Youtube.com/ParabolicaProductions](https://www.youtube.com/ParabolicaProductions)

Visit the *Standardized* Facebook page at [Facebook.com/StandardizedTV](https://www.facebook.com/StandardizedTV)

Learn more about the show at [StandardizedSeries.com](https://www.standardizedseries.com)

Watch the trailer at bit.ly/Standardized

Standardized on IMDB [imdb.to/1BKlmk8](https://www.imdb.to/1BKlmk8)

****Media Note** Photography available upon request.**

About Parabolica

Parabolica is a Toronto-based production company led by Lipe Viana. A digital enterprise, Parabolica brings best-in-class in digital strategy and award-winning media producers together to tell stories that resonate with national and international millennial consumers.

-30-

For media inquiries, please contact

Lipe Viana

Marketing & Communications, Parabolica

lipeviana@icloud.com

P: (647) 622 - 9060