

University of Toronto Alum To Make Her Mark On-Screen Vijaya Selvaraju lands spot as Presenter for American travel series

New York, NY. April 10, 2010 - University of Toronto alum, Vijaya Selvaraju, has a lot to be happy about. The 2008 graduate of the BBA program at the University of Toronto Scarborough, set her sights on establishing a career in the highly competitive media industry; and she's making it happen! Beginning June 1, Vijaya will make her mark in front of the camera as a travel series presenter.

A Toronto native, Vijaya has been selected as the first international, on-camera Presenter for ProjectExplorer.org; a NYC-based, award-winning travel series for children. During the month of June, she will be on-location in Mexico filming a series of 50 to 60 travel videos covering everything from grasshopper harvesting in Oaxaca, to the archaeological site of Teotihuacan; from the flamingo flocks of the Celestun wildlife refuge, to the vibrant trajineras of Xochimilco.

So how does a recent graduate find a job like this? It takes creativity, determination, and an understanding of the industry.

Vijaya has worked as an Associate Producer on the trivia game show *Reach for The Top* and as Assistant Talent Coordinator on *So You Think You Can Dance Canada*. To sharpen her on-camera skills, Vijaya created *Foodcapades*, a video blog that documents her global food encounters.

Her keen social media skills, prior television experience, and willingness to learn are factors that she says contributed to her success in ProjectExplorer.org's highly competitive selection process.

"Knowing that my BBA education would support me no matter what I pursued, I decided to transform my passion into a career. As soon as I graduated, I took some time to travel and started producing video journals of my time abroad. This experience reinforced my love for film production," said Vijaya. "Presenting for ProjectExplorer.org is a dream job, and I feel fortunate to have found it so soon after graduation."

Having visited over 10 countries to date, Vijaya is excited to embark on her expedition to Mexico in June. She will be working with an all-female crew, a first in ProjectExplorer.org's history.

ABOUT PROJECTEXPLORER.ORG

Founded in 2003, award-winning ProjectExplorer.org is an NYC-based non-profit organization that produces free online films and multimedia programming, incorporating photos, audio segments, travel blogs, and encyclopedia-style research. ProjectExplorer.org hosts over 175 films and is used in over 40 countries by more than 2 million viewers. Kids in London, Los Angeles, Lusaka, and everywhere in between, have logged on to become more globally aware.

Online Press Kit: http://www.projectexplorer.org/PRkit_projectexplorer.pdf

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Images Available