



empowering youth through multimedia

FOR IMMEDIATE RELEASE

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Spy Hop Productions Alumni Media Studio Hired to Shoot "Project OR" Student Design Competition for Outdoor Retailer Summer Market 2008

Salt Lake City, Utah (August 13, 2008) Outdoor Retailer approached Spy Hop Productions Alumni Media Studio to shoot seven reality-TV episodes of "Project OR", a new student design competition debuting at Outdoor Retailer Summer Market, Aug. 8-11, 2008 in Salt Lake City. The competition highlighted the design strength of the outdoor industry, and calls attention to the importance of innovative new fabrication technologies to the market. Students were selected from top design schools around the country and competed for an all-expenses paid trip to Outdoor Retailer Market '09 and a profile in Textile Intelligence.

"We hired Spy Hop Productions after looking at several proposals for video production and post-production," said Outdoor Retailer Show Director, Kenji Haroutunian. "There was a lot hanging on our video adventure. This attempt was one that had promise but was sure to be rife with 'learning curve' problems."

The project proved an incredible opportunity for several Spy Hop alumna to collaborate in a high-energy and hyper-professional environment, earning money while gaining experience in a continuous effort to build their professional portfolios. "It gave them real-world experience working under pressure with tight deadlines, and they pulled it off without a glitch," Spy Hop's managing director Kasandra VerBruggen said, who also served as the team's Production Assistant, running tapes back and forth from the show to Spy Hop's media studio where they were being cut into the 5-minute episodes.

"Working with the Spy Hop team was an absolute dream come true," said Haroutunian. "Though this was a first time effort, Spy Hop made it feel like we could do anything, and the very first clip I saw eased my concern completely and I knew I had made the right decision."

The Spy Hop film crew included Media Studio Assistant Colby Bryson, plus film and video graduates Margaret King, Hannah Long, Sean Bagley, Al Vallo, Kenneth Larson, Thomas Sheffield, and Stephanie Moreton. Spy Hop's Audio Apprentice and local artist, Casey Blandford composed the accompanying music. "It proved an extremely difficult task, but we're happy with the finished project. Plus, it was a great opportunity, and a first for all of us, to work in a reality-TV type of format," said Bryson, the film crew's team leader.

To view all seven episodes of "Project OR", viewers can visit <http://www.outdoorretailer.com>, and click on the tab labeled "Project OR".

About Spy Hop's Alumni Media Studio

The Alumni Media Studio's extraordinary creative team consists of a select roster of exceptionally talented students culled from our various youth media programs. Our Alumni Media Studio gives our most passionate and accomplished students the opportunity to make the leap from "learning to earning". Students with advanced skills in their field of expertise are selected for the opportunity to develop their multimedia production skills in a fast-paced production atmosphere with real professional clients. Clients who choose to employ the services of Spy Hop Media Studio not only get the best deal in town, they also provide one of a kind educational opportunities for students to sharpen their skills, build their portfolios, and explore the career opportunities in their chosen field of interest. For more information, please visit <http://spyhop.org/hireus.html>.



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About Outdoor Retailer

Outdoor Retailer, produced by the Nielsen Sports Group division of Nielsen Business Media, is the leading outdoor industry business-to-business trade event, bringing together top manufacturers, retailers, industry advocates and media to conduct the business of the recreational outdoors. Currently in its 26th successful year, OR gathers approximately 40,000 attendees on a semi-annual basis for both Fall/Winter/Holiday and Spring/Summer markets. The Nielsen Sports Group, headquartered in San Juan Capistrano, Calif., and its predecessor companies have been in the exposition and conference business for over 35 years.

About Spy Hop Productions

Spy Hop Productions is a not-for-profit youth media arts and education center whose purpose is to empower youth to express their voice and with it create positive change in their lives, their community, and the world. Our mission is to encourage free expression, self-discovery, critical and inventive thinking, and skilled participation via the big screen, the airwaves, and the world-wide-web. Founded in 1999, Spy Hop provides approximately 1,000 youth participants per year with hands-on and mentorship-based learning experiences in the documentary arts, film & video production, audio engineering, flash and digital design. For more information, please visit <http://spyhop.org>.

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