



BUSINESS ADVISORY

Rancho Cucamonga Redevelopment Agency

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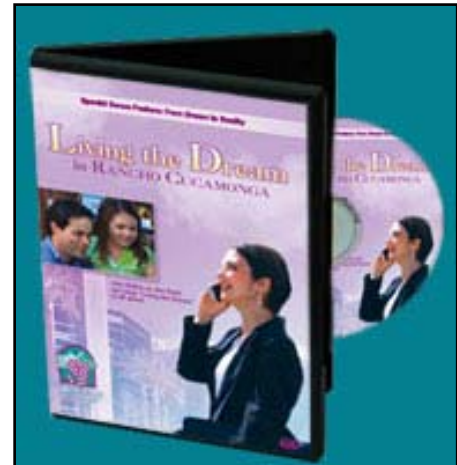
November 6, 2007

Agency Project Takes Top Marketing Honor

AMCP Selects "Living the Dream" for Prestigious Platinum Award

Rancho Cucamonga, CA — The Rancho Cucamonga Redevelopment Agency, in conjunction with its video production partner Showreel International, has been honored with a prestigious 2007 MarCom Award for its quality-of-life DVD, *Living the Dream*. The MarCom Awards, administered and judged by the Association of Marketing and Communication Professionals (AMCP), is an international awards competition recognizing outstanding creative achievement by marketing and communication professionals. There were over 5,000 entries received from throughout the United States and several foreign countries in this year's competition.

MarCom entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers. The competition has grown to one of the largest of its kind in the world. Winners range in size from individual communicators to media conglomerates and Fortune 50 companies. The competition is so well respected in the industry that national public relations organizations, local ad clubs, and local business communicator chapters are entrants.



The Rancho Cucamonga Redevelopment Agency's *Living the Dream* DVD received the AMCP's highest honor, the Platinum Award, which represents the top 20 percent of all winning entries. Winners were selected from over 200 categories in seven forms of media and communication efforts — marketing, publications, marketing/promotion, public service/pro-bono, creativity and electronic/interactive. In addition to the Redevelopment Agency's project, other Platinum Award video winners included well-known companies and

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organizations such as Citi Financial, Baxter BioScience, IBM, Lockheed Martin, the Massachusetts School of Law, Panera Bread, Shriners Hospital for Children, the University of Oklahoma, and Virgin Atlantic, to name a few.

“We are very honored to have earned this recognition by the Association of Marketing and Communications Professionals for *Living the Dream*,” commented Linda Daniels, Redevelopment Agency Director. “Since its release, we have received many favorable comments about the DVD and to win an award such as this is certainly icing on the cake.”



Filmed entirely in high definition format, the *Living the Dream* DVD is the first major video production project undertaken by the Redevelopment Agency in more than 10 years. It was produced to assist in marketing the city of Rancho Cucamonga to corporate decision-makers, prospective business investors, site selectors, and visitors to the community.

The DVD is comprised of two segments; the main feature, *Living the Dream*, and a special bonus feature, *From Dream to Reality*. *Living the Dream* provides a glimpse of Rancho Cucamonga through the eyes of a potential resident and future business professional. As the main character explores the community, the viewer is also drawn in and introduced to the Rancho Cucamonga lifestyle. The video’s realistic story line, combined with visually-rich, fast-paced images and a lively soundtrack, help paint an exciting picture of life in Rancho Cucamonga.

The special bonus feature, *From Dream to Reality*, presents candid, unscripted, real-life comments from residents and business professionals who truly are “living the dream” in Rancho Cucamonga. This added feature re-enforces the main video with first-hand testimonials from individuals who live and work in the community each and every day.



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Segments from the Redevelopment Agency's *Living the Dream* DVD can be viewed at the City of Rancho Cucamonga website (www.CityofRC.us), as well as commercial video sharing sites, [Google Video](#) and [YouTube](#). Copies of the complete DVD are also available to the public through the [City's Souvenir Store](#).

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About the Rancho Cucamonga Redevelopment Agency:

The Rancho Cucamonga Redevelopment Agency administers a variety of economic development, redevelopment, and housing-related programs that support businesses and residents in the City of Rancho Cucamonga. Established in 1981, the Agency has assisted in the elimination of blighted conditions resulting in the development of new public facilities and work force housing projects, improved infrastructure, and in the creation of a strong local economy through business attraction/retention, work force development, and tourism efforts.

About Showreel International:

Showreel International, Inc. is a full-service video production company specializing in corporate and commercial communication projects for broadcast, DVD, and interactive media. Launched in 1985, Showreel continues to utilize its years of expertise in broadcast and corporate production to create compelling components for traditional outlets, as well as the ever-expanding world of interactive and online experiences.

About the Association of Marketing and Communication Professionals (AMCP):

AMCP administers and judges several international competitions for marketing and communication professionals involved in the concept, writing and design of marketing and communication programs and print, visual and audio materials. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers.