



phoenix edit, effects, design

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## FOR IMMEDIATE RELEASE

### Phoenix Edit, Effects & Design Cuts Inviting Spots for California Tourism

San Francisco, CA (March 14, 2006)—Phoenix Edit, Effects & Design has wrapped a TV commercial for California Tourism via Sacramento, CA-based ad agency Mering & Associates. Edited by Robbie Proctor and directed by The Malloys via RSA, the :30 ad features a host of familiar Californians, including Governor Arnold Schwarzenegger, Clint Eastwood, Teri Hatcher, Volleyball star Misty May, and skateboarder Tony Hawk, all inviting tourists to come see California. California Tourism is a non-profit organization dedicated to promoting travel to the state. Two versions of the spot “Do you feel lucky” broke nationwide March 13<sup>th</sup>.

Said Greg Carson, Creative Director, Mering & Associates, “The goal of these spots was to highlight all the great things about California, from the people to the attractions and weather, so the ads needed to look as beautiful and enticing as possible. Phoenix really helped us achieve that feel. The staff is great, and the editors and post artists are very talented, accommodating and serious about producing quality work.”

The spots feature a montage of celebrities and ordinary Californians, endorsing the qualities that make the state unique. Footage of Teri Hatcher at Disneyland, Clint Eastwood at Pebble Beach, and the “Governator” walking with wife Maria Shriver on the beach are interspersed with clips of snowboarders, surfers, vineyard owners, club DJs, and bathing beauties. The California Tourism tagline “Find yourself here” closes the spots.

#### **About Phoenix Edit, Effects & Design**

Phoenix Edit, Effects & Design has been a mainstay in the San Francisco creative post-production community since 1991. With a roster of award winning editors, graphic designers and effects artists, Phoenix works with creative-driven advertising agencies including Venables, Bell & Partners, Goodby Silverstein & Partners, Publicis & Hal Riney, Heat (formerly Black Rocket), Duncan/Channon, and McCann. The company produces spots and HD motion graphics packages for Apple, Microsoft, Sony, Intel, Yahoo, PG&E, Disney, McDonald's, Palm, Toyota, Hewlett Packard, Comcast and the Got Milk campaign. In August 2005, the company moved into a new state-of-the-art HD facility located on the lush grounds of Sydney Walton Park in downtown San Francisco. For more

information about Phoenix Edit, Effects & Design, contact executive producer Jonathan Hinman at (415) 394-7777 or visit [www.phoenixedit.com](http://www.phoenixedit.com).

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Client: California Tourism  
Airdate: March 13, 2006

Ad agency: Mering & Associates  
Creative Directors: Greg Carson, Dave Mering  
Art Director: Lucho Ortega  
Copywriter: Eric Worden

Production Company: RSA Films  
Director: The Malloys  
Editorial company: Phoenix Edit, Effects & Design  
Editor: Robbie Proctor  
Motion Graphics Design: Matt Silverman  
Online Edit: John Crossley  
EP: Jonathan Hinman  
Producer: Lisa Houck

Colorist: Steve R. @ Co3/LA  
Composer: Bongo Bob/Sacramento  
Mix: David Baker at Crescendo Studios/SF