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H & A Productions
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FOR IMMEDIATE RELEASE

NEW PRODUCTION STUDIO TO BRING NOTORIETY & POSITIVE ECONOMIC IMPACT TO NORTHERN NEVADA *Open For Business-Press Party November 7th*

H & A Productions & Studio Press Party, Reno, NV – Friday, November 7th, 4 PM –

H & A Productions & Studio, located at 940 Matley Lane, Suite 3, in Reno, is open for business bringing promise of positive economic impact to Northern Nevada with big projects in the future and a staff with a wealth of experience and knowledge. A press party will take place on Friday November 7th at 4 pm.

Media and special guests will be addressed by Ron Weisinger, Executive Director of the Northern Nevada Development Authority; Gary Lyons, Training Officer with the State Dept. of Personnel Administrative Services; Sheldon I. Altfeld, H&A Director & Supervising Producer, a twelve-time Emmy Award nominee and four-time Emmy Award winner; Tyler Bourns, H&A's Director of Videography & Post Production; and Temma Keatan Hammond, H&A's Producer and Director of Studio Operations, with over 35 years of experience in the media arts.

Northern Nevada is unique in its offerings with a stunning four-season environment and geographic features that allow simulation of virtually any locale in the world. Along with the many advantages of doing business in the state of Nevada, H & A Productions allows those with production needs to operate in an area with outstanding local talent and scenery, bringing more production companies from out of state and allowing local businesses to expand in their advertising needs.

According to Marty Katz, Producer of the Movie "Love Ranch", a movie inspired by the story of former Mustang Ranch owner Joe Conforte, starring Joe Pesci and Helen Mirren, a crew filming in Reno for just three days, spent over \$750,000 between hotel nights, per diems, catering and all the odds and ends. According to Sheldon Altfeld of H & A Productions, "Our studio has the potential to contribute a huge positive cash flow to the Northern Nevada economy".

The production company will offer services that include location and studio production, post production services, original music, commercial production, computer graphics, scripting, producing sales presentations, instructional pieces, documentaries, sitcoms, music videos, and employee training videos.

The staff of H & A Productions has collectively won several WorldFest Houston International Film Festival awards, 4 Emmy Awards, 4 Telly Awards, 2 Communicator Awards and 2 Videographer Awards.

In addition to the normal business activities of a production studio, H & A Productions is in the process of establishing the H & A Foundation, promoting education of the media arts for area students, offering classes, hands-on training and seminar presentations given by practicing professionals with experience in writing, directing, film, production, acting and more. This will be the first time that comprehensive education in the media arts will be offered to students in the Northern Nevada area.

www.handaproductions.com

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