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THE WIZARD COMPANY PRODUCES
“MANY FACES OF CANCER, ONE CENTER FOR HOPE”

The Wizard Company, LLC's, in association with Florida Hospital's in-house marketing department, has produced the first two in a series of 60-second commercials, **“Many Faces of Cancer, Once Center for Hope.”**

These insightful, touching commercial productions tell the story of cancer survival through the actual words and eyes of patients, hospital caretakers and the doctors who work with them every day.

Footage was shot on location at the Florida Hospital Cancer Institute, Waterman, as part of the campaign to launch this new facility. Each spot includes comments from cancer survivors and their families. One of the most profound statements comes from an older gentleman named Leroy, who says through a joyful laugh, “Now I'm dyin' of old age.”

Pam Marrero, Cancer Center Director, says, “I feel that every patient that comes through the door, we help them in some manner.”

Producer John R Bounpane donated part of his time to bring this commercial effort to fruition. The spots began airing in the spring and continue to air in time slots on Comcast Cable. Additionally, the Florida Hospital Cancer Institute is developing a print campaign based on these inspiring public service announcements.

“It was a tremendous experience,” notes Producer John R Buonpane. “The life saving work being done by the staff at the Florida Hospital Cancer Institute has a powerful, positive impact on our society. Being able to use my talents and gifts to produce these public service announcement is my contribution to community awareness.”

The Wizard Company is a full-service, multi-media production and marketing company based in the heart of Orlando's Film and Entertainment Center. For nearly two decades, the founder of the Wizard Company, John R Bounpane, has created memorable, award-winning video, television and internet programming, running the gamut from fashion to brain-surgery. These achievements have been made possible by a dedicated team of former network professionals with scores of major awards recognizing their accomplishments.
