



Redlands Christian Migrant Association ... 402 W. Main St., Immokalee, FL 34142
(239) 658-3560 www.rcma.org

FOR IMMEDIATE RELEASE

RCMA FEATURED IN TV PUBLIC SERVICE ANNOUNCEMENT

IMMOKALEE, FL – Jan. 30, 2009 – The Redlands Christian Migrant Association, which provides child care and early education for children of working-poor families throughout Florida, is featured in a new public service announcement being distributed to television and cable networks throughout Florida.

Featuring RCMA Executive Director Barbara Mainster, Charter Schools Director Maria Jimenez, and, of course, lots of children, the PSA describes the mission of RCMA in preparing at-risk children to succeed in kindergarten and beyond.

Award-winning director/producer/multi-media specialist John R. Buonpane of Orlando traveled to Immokalee recently to spend a day shooting video for the TV spot. Creator of The Wizard Company, Buonpane returned to his studio for the considerable task of editing and producing the 30-second PSA. Buonpane, an Emmy-nominated and Telly Award-winning producer/director, donated his creative talent and production facility to RCMA – an in-kind donation of approximately \$4,000.

“My TV career began in Southwest Florida in 1979 at WEVU-TV the local ABC affiliate, and from time to time my work brought me to Immokalee,” Buonpane recalled. “When one of my clients mentioned RCMA’s interest in a PSA, I viewed it as a good way to give something back to a needy community that I once covered.”

The PSA has been distributed to broadcast TV & cable networks throughout RCMA’s 21-county service area. It can also be seen via RCMA’s website at www.rcma.org/about_us.asp and on The Wizard Company’s website at www.thewizardcompany.com/rcma.htm

Founded in 1965 in the Redlands farming area of southern Miami-Dade County, RCMA serves nearly 8,000 children at more than 70 childcare centers and two charter schools. Florida’s largest nonprofit childcare provider, RCMA is funded by local, state and federal grants, as well as the generosity of businesses, individuals, the United Way, Naples Children & Education Foundation and other organizations.

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For information contact:
Matt Bokor, RCMA
mattb@rcma.org
(813) 951-3721

John Buonpane, The Wizard Company
john@thewizardcompany.com
(407) 578-6097