

## **For Release Upon Receipt**

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### **THE WIZARD COMPANY PRODUCES AN EFFECTIVE PSA for SUNRISE ARC**

The Wizard Company LLC, an Orlando-based production company, has given SunriseArc one of its most resourceful in-kind gifts -- a 60 second commercial. The production, "The Hands that Touch Our Hearts," a public service announcement, continues to air in the Leesburg-Lake County area in support of Sunrise Arc.

This sensitive commercial production tells the story of Sunrise Arc, an organization that provides services to people with developmental disabilities. The commercial, shot on location, features SunriseArc's developmentally disabled day training clients at work and their families. The commercial has become a useful tool for SunriseArc's fundraising staff. "Hands That Touch Our Hearts" has aired over 1,000 times on Comcast since March and has catapulted the organization's name recognition throughout Lake County, Florida.

Producer-Director John R Buonpane donated his time to bring this commercial effort to fruition. "It was a really rewarding experience... the work being done by the Sunrise Arc staff has made it possible for so many people, forgotten by society, to enjoy productive lives. Being able to use my talents and gifts to produce this public service announcement is one of the ways I can give back to the community."

Dawn Hicks, of Sunrise Arc, who developed the concept for "The Hands that Touch Our Hearts," said, "Working with John (Bounpane) was amazing. He is a top notch professional in every regard. His finished product has already exceeded our expectations."

John R Buonpane is a three-time EMMY nominee and four-time Telly award winner. John is committed to helping nonprofit organizations maximize their exposure through broadcast media. John will be an honored guest at SunriseArc's fall fundraiser, "An Evening Among Friends."

Sunrise Arc, a positive solution for personal development, enables mentally challenged individuals to reach their greatest level of personal fulfillment and potential by providing them with jobs, training, education, independent living and other opportunities.

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 over two decades, John R Bounpane, has created memorable, award-winning video, television and internet programming, running the gamut from fashion to brain-surgery...and then some.