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City Films announces October 2009 start on filming of Global marketing film

"Charleston, SC Today"

Charleston, SC/June 5, 2009: Long known as a city of firsts, the Charleston based City Film Productions announced they are in the pre-production phase of the global internet marketing film entitled "Charleston, SC today." The studio is presently producing the two hour documentary "Charleston – The Soul of a City." to be released April, 2011. According to the studio's publicist Charleston will be the first city in the United States to employ an internet based on-demand film to market the city globally.

"Thousands of businesses in the city and the surrounding towns depend on a vigorous business environment and this film's reach and resulting impact throughout the world is expected to be impressive" say Pat Anderson, the studio's publicist. "This new genre of film – the "curator city film," where a city is promoted worldwide is a unique action to define the city from the rest of the world. Even in a strong economic environment this film is a tremendous marketing tool in the metro branding mix working 24/7 throughout the world. With the challenges cities are facing now and in the future having a workhorse with this kind of international reach is an exciting prospect for the Charleston business community."

With a release date of September, 2010, "Charleston, SC Today" will be hosted in the United States as well as in Canada, Germany, Japan, Italy, France, Spain, Australia Japan, Arab Emirates. "For these international sites we're creating multiple version websites with language translations," says the film's Director Randy Jarvis.

The 8-10 minute on-demand film will be offered to 40 of the top visited websites in order of popular ranking as well as the City of Charleston and the Chamber of Commerce. "We're also going to make the film available at no charge to the business community as well as the Board of Realtors and their members," Anderson says. "It's a wonderful business to business media tool."

Filmed from every conceivable angle, the studio plans twelve full months in production with over 200 days in the field filming in 100 locations and include 40+ events throughout the year. "Filmed entirely in high definition, this ground and aerial presentation will be the ultimate global portrait of Charleston," Anderson goes on to say. "The studio will be employing the use of a Tyler Mount on it's helicopter filming which will give some of the most dramatic aerial images of the lowcountry every produced before."

“This presentation is going to be breath-taking and exquisitely beautiful” Jarvis says. “Our goal is that the film be a hugely entertaining showcase of Charleston in both work and play specifically designed to move commerce and vacationers to pick the city as a destination choice. I believe Charleston will be the first city in the US to employ this type of media to market itself and when production is completed the timing will be perfect for the city to deliver a marketing punch few cities if any will have.

City Film Productions is a Charleston, SC based 501(c)(3) nonprofit studio developing and producing dynamic biographies of cities within the United States with a special emphasis on the 13 original colonies. Since 2001 CFPs founder Randy Jarvis had headed the Pinnacle Studios (PinnacleRealestatefilms.com) specializing in the production of filmed presentations of multimillion dollar estates, historic properties, resorts and luxury master planned communities throughout the US and abroad. Considered one of the top architectural filmmakers in the country his established client list includes Sotheby International, Christie’s Great Estates, The Ritz Carlton, The Centex Corporation, and Sandals Resorts. Since 2002 the studio has produced films on over \$15 billion in real estate holdings throughout the US and abroad.

To learn more about “Charleston SC Today” or the documentary “Charleston – The Soul of a City” visit the studios website at Thecharlestonfilm.org or call 843.270.6168

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