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Allied Pixel Production Increases Donations for Local Non-Profit

MEDIA, PA (June 2009) - Allied Pixel was chosen to do a video production for the Asthma Camps of the American Lung Association of Delaware. The Association brought in over four times what it received last year in donations after the video was screened at their annual Breath of Spring Gala at Longwood Gardens in May. The video focused on Lung Association camperships for kids who normally cannot attend camp because of their asthma conditions. Aside from experiencing nature, hikes and swimming, the camps also teach kids how to handle their asthma, who in turn teach their parents.

Though a quick turn-around piece, the video was highlighted by exceptional pacing and editing by Allied Pixel editor Natalie Hladio. The production included interviews with kids, moms and camp counselors at the actual campsites with extensive b-roll of campers. Kelli Burris, regional Vice President of the ALA in Delaware, said the video, "...will be priceless to our organization in the future. It was a huge success at the event – even better than we hoped."

About Allied Pixel:

Allied Pixel is a next-generation integrated media production company that specializes in the convergence of video production, Web development and interactive multimedia production. Allied Pixel represents the merger of Haley Productions and RSVP, two media production companies with distinguished reputations for innovation and customer service. As a single entity, Allied Pixel provides unprecedented technical and creative capabilities. Its clients include some of America's best known companies and institutions. Allied Pixel creates interactive Web sites, mobile applications, web and desktop-based applications, DVDs, CD-ROMs and kiosks - all with a singular passion for its work and dedication to excellence. For more information, visit www.alliedpixel.com.