

# Focus on Film

Relax...  
Palm Beach County, Florida Has It Covered.



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## REALITY DIVING CHALLENGE GEARS UP TO FILM

June 2012



Scuba divers from around the world will compete in a variety of underwater challenges during the second season of the television show, *Ultimate Diver Challenge*. The show will be shot in Palm Beach County from July 20-July 31. Filming the event will be topside videographer **David Waters**. David Waters is an award winning television ad producer, public relations professional, and social media expert. Waters has produced, shot, and edited videos for national and international television clients from PBS to Discovery Science Channel, ABC, NBC, and BBC, as well as for a myriad of other national corporations including Boeing and Lockheed Martin. His work has taken him from an active volcano in Indonesia to the site of the nuclear disaster at Chernobyl.



David Waters

*Ultimate Diver Challenge* takes place in two sessions during a two week time frame. Teams battle to become one of the top ten divers as each show off knowledge, buoyancy control, navigational and rescue skills while the production crew captures the challenge, and the beauty and mystery of the underwater world. As teams are eliminated, the final five dive teams battle on to compete individually for one of five spots to the finals. Only five divers from session one and five divers from session two will be awarded and earn a position in the final challenges. Focus, endurance, strength and skill will determine who will be the "Ultimate Diver"! A big thank you to the many local agencies and businesses who are assisting with this shoot. For more info visit [ultimatediverchallenge.com](http://ultimatediverchallenge.com).

## G-STAR HOSTS SPORTS LEGENDS AND INKS MOVIE DEAL



Witness the ultimate duel as two of the biggest names in sports...**Tiger Woods** and **Shaquille O'Neal** compete for swing supremacy during a shoot for a national commercial. The commercial shot at G-Star Studios. Game giant *EA Sports* produced the new Tiger Woods PGA Tour 13 game and commercial, *The Duel of the Masters*. For info visit [gstarstudios.com](http://gstarstudios.com).



**G-Star** also signed on with *RJS Entertainment, Inc.* to produce the new feature film, *Ned Venture*. "This is a film that will excite and entertain the entire family," said **Greg Hauptner**, G-Star CEO. *Ned Venture* will be filmed at G-Star Studios and throughout PBC. The film will provide an opportunity for G-Star students to participate in all aspects of the film. The film is in pre-production with principle shooting to begin July 2012. "The landscape here is exactly what we are looking for, and to find G-Star in the middle of it all was the determining factor," said Director **Ron Stone**.



## ROX 'ROCKS' THE RED CARPET



Roxanna Cella and  
Tom Hiddleston

This summer's movie season is already lining up to be a hot one and *Palm Beach Rox* has the inside scoop! **Roxanna Cella**, host of *Palm Beach Rox*, a TV show based in Palm Beach Gardens, has been very busy lately! She had a red carpet exclusive for Disney Nature's documentary, *Chimpanzee*. Rox monkeyed around with the Director, Producer and even Dr. Jane Goodall. When she returned to South Florida, she interviewed **Tom Hiddleston** from *The Avengers*, **Jeffrey Dean Morgan** from *Magic City*, and she met and interviewed **Rob Lowe**, who talked about how Palm Beach and Santa Barbara should be sister cities. All of the interviews appear on [RoxWorld.TV](http://RoxWorld.TV), and clearly Cella is getting the respect of people she interviews.



The goal of [RoxWorld.TV](http://RoxWorld.TV) is to keep members and users up to date on the latest entertainment information. "We bring the best of the world to Palm Beach...and the best of Palm Beach to the world," said Cella. For more information visit [RoxWorld.TV](http://RoxWorld.TV).



FILM AND  
TELEVISION  
COMMISSION

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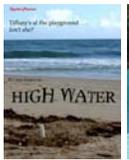
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## AREA COMPANY TO PRODUCE TWO NEW INDIE FILMS



**Unconscious**, a film that was featured at the 2006 **Palm Beach International Film Festival** might have a new distribution deal for video, cable, TV and foreign rights soon. Vivendi Universal already released the film nationwide and it's available through a variety of outlets including Netflix and Wal-Mart. One of their featured actors, **Benjamin Walker**, is starring in the upcoming 20th Century Fox summer release of *Abe Lincoln: Vampire Hunter*.



**George Williams** of **Capitol Pictures** who produced *Unconscious* is in the process of producing two new indie films, **The Pool Man** and **High Water** to be shot in Palm Beach County. For more info please call George Williams at 561.310.2420.

## CHECK, PLEASE! HEATS UP THIS SEASON



Michelle Bernstein and local firefighters

**Check, Please! South Florida** turns up the heat with all-new episodes airing this month on **WPBT2**. In the season premiere, local firefighters come to the rescue with the dish on their favorite dining hot spots! Host **Michelle Bernstein** jumps back into the mix with fifteen new

reviewers, offering restaurant picks in many different cities in Palm Beach County. Season eight visits up-and-coming neighborhoods such as Northwood in West Palm Beach, and gets the lowdown on the local food truck frenzy. These fun new episodes will be served up on WPBT2 on Mondays at 7:30 p.m. Episodes repeat on Thursdays at 7:30pm and Saturdays at 5:30pm.

*Check, Please!* also held a tasting tour in Boca Raton. Participants tasted their way through restaurants on a culinary excursion! *Check, Please!* host, chef Michelle Bernstein and event co-host Paul Castronovo of the Paul & Young Ron Show and Castronovo Vineyards, kept guests entertained. For more info visit [wpbt2.org](http://wpbt2.org).



Food from the Tasting Tour

## DIGITAL DOMAIN RINGS NYSE BELL!



Digital Domain ringing the bell at NYSE

**Digital Domain Media Group**, parent company of the award-winning visual effects industry pioneer Digital Domain, celebrated its partnership with the New York Stock Exchange (NYSE) by ringing the opening bell! **John Textor**, chairman/CEO of Digital Domain Media Group, presided over the ceremony. "We appreciate the invitation to celebrate these achievements," said Textor.

Digital Domain recently teamed up with FSU to create a new program that will graduate students with skills to produce Hollywood blockbusters. Students will spend their sophomore through senior years in West Palm Beach. For info visit [digitaldomain.com](http://digitaldomain.com).

## PR GROUP CREATES ALLURING PUBLICITY



**TransMedia Group** in Boca Raton is working with the new upcoming television show, **Seductively French** Hosted by **Slavica Monczka**, *Seductively French* will give viewers a deeper look into French culture covering topics such as haute couture, fine art, architecture, and cuisine. Monczka created *Seductively French* to celebrate the allure of the French culture. The show invites the audience to experience the uniqueness of France, and the spirit of the French people.



Slavica Monczka

Monczka is also the creator and editor of the popular *Seductively French* website that celebrates one's passion for French fashion and lifestyle. She is also a fashion and lifestyle writer for the popular luxury brand site [JustLuxe.com](http://JustLuxe.com). Negotiations are currently in process for a television deal. For more info call Adrienne Mazzone at 561.750.9800.

## FILM FOCUSES ON ANTI-BULLYING



Talina Adamo with cast of *Caught in the Middle*

**Talina Adamo** of **Black Onyx Productions, LLC** is filming ***Caught in the Middle*** in Palm Beach County (PBC). The short film teaches lessons of loyalty and tolerance, as it explores issues of bullying. A brainiac pre-teen boy and a stunning, popular and trendy girl come to the realization with the help of their friends that they are not too different after all, and that being true to your heart will take you further than you ever imagined.



AJ Shore Photography

"Black Onyx Productions is so excited to be producing this film. Working with these kids and the amazing crew we have put together has been the best experience in filmmaking my husband and I have had in a long time.

Also, PBC is by far our favorite place to shoot our films in Florida," said Adamo. In April, Adamo held a red-carpet fundraiser to help with production. The event had celebrities, impersonators, and acting professionals, and was held at FAU's Living Room Theater. For info visit [pbcfilmmakers.com](http://pbcfilmmakers.com).

**Caught in the Middle**

## SUMMER MOVIES IN PBC



Students at International Haitian Flag Day

Students from **Toussaint L'Ouverture High School** in Boynton Beach participated in the International Haitian Flag Day at the Boynton Cinema. The purpose of the event was to have the community come together to watch a movie and partake in some Haitian Culture. Organizers Jean Nicely, Jean-Michel Millien and Gary Davis felt the event was a success and exceeded their expectations.

Organizers are already planning their next event... "Gary Davis presents Wednesday Night at the Movies" at the **Lake Worth Playhouse Stonzek Theater**. For more info call Jean Nicely at 561.479.6773.



Gary Davis

## TALES OF THE STUDENT SHOWCASE OF FILMS



The Palm Beach County Film & Television Commission has accepted an invitation to once again host the annual **Student Showcase of Films** at **Lynn University's Keith C. and Elaine Johnson Wold Performing Arts Center!** This year's Student Showcase of Films brought out some of the state's most promising talent. Nearly 700 students and film enthusiasts gathered as cash prizes and scholarships were awarded in several different categories. The winning films were screened in their entirety during the **Palm Beach International Film Festival**. Winning films were also screened at the **Norton Museum of Art**, as part of their Art After Dark series.



John Wikstrom

One of this year's winners **John Wikstrom** from Florida State University (FSU), who won 1<sup>st</sup> Place in the Documentary category for his film, **Finding Benjamin**, has also been selected as a finalist in the nationwide film competition for the Sprite Films program. Originally called the Coca-Cola Refreshing Filmmakers Award when it started in 1998, the competition gives six student filmmakers the chance to create a short film, the winner of which will be featured in theaters across the country later this year. After sending in four scripts, undergrad student Wikstrom said he was mind-blown to hear that one of them had been selected by Sprite. Currently in production, the finalists' six films will debut on [Sprite.com](http://Sprite.com) from August 1 through August 31, when FSU family, friends and fans can vote for Wikstrom's short film. For more information visit [pbfilm.com](http://pbfilm.com) or call 561.233.1000.



### KO-MAR HAS BUSY PRODUCTION SEASON



KO-MAR Studio

**KO-MAR Productions** in West Palm Beach has been buzzing with production! They filmed a webcast with author **James Patterson** at two locations in Palm Beach County, KO-MAR's studio in West Palm Beach, and the Society of the Four Arts.

They created a webcast aimed at students in middle school, teachers and fans wanting to learn more about the famous author. 70,000 people watched the webcast premiere. It continues to be seen at [jamespattersononevents.com](http://jamespattersononevents.com).

**Get Golf Ready** is an hour-long show profiling the golf industry's efforts to make the game more fun while also building life relationships among multiple segments of society. The show was presented by CBS Sports, and aired on CBS stations nationally. Produced by KO-MAR Productions and presented by the PGA of America, **Get Golf Ready** takes viewers to eight states and our nation's capital. The show segments can be seen at [pga.com/get-golf-ready/get-golf-ready-everyone-can-play-video](http://pga.com/get-golf-ready/get-golf-ready-everyone-can-play-video). For more info call 561.671.3745.



Get Golf Ready

### PRESIDENTIAL DEBATE TO PROMOTE PBC



Thousands of media outlets from all over the world will descend on Palm Beach County for the final Presidential debate between President Barack Obama and Governor Mitt Romney. Palm Beach County (PBC) is allocating \$150,000 in tourism tax dollars to market the Presidential Debate that **Lynn University** is hosting in October. At least 3,000 hotel rooms in the area are expected to be filled for the debate. The University will host the candidates Oct. 22 at its Boca Raton campus, and will use the money to market PBC as the destination for the event.



Lynn University Theatre in Boca Raton

"All the eyes of the world will be on PBC, Boca Raton and specifically Lynn University," said **Roger Amidon**, executive director of the PBC Tourism Development Council. "We could not buy this type of exposure for our beautiful county." Lynn spokesman Joshua Glanzer said the money will be used to promote PBC during the debate, such as during debate watch parties and inside thousands of media kits that will be distributed to the press. For more info call 561.233.1000.

### FTC UPGRADES TO A NEW LOGO!



The Palm Beach County Film & Television Commission (FTC) has a new logo! The fresh, innovative design was created by the **O'Donnell Agency** in West Palm Beach. "We wanted to promote a distinct, identifiable brand for the FTC to showcase their commitment to industry growth and new technologies," said **Carey O'Donnell**, President of the O'Donnell Agency.

"This brand new logo helps us define to the world what we do and where we are located. The logo focuses on a modern, stylized lens emphasizing literal movement and a palm tree symbol to show the strong connection to Palm Beach County," said **Michelle Hillery**, FTC Director of Operations and Programs.

### 'CLASSIC' EVENT TO STAY AT PGA



A tentative agreement has been reached to keep **The Honda Classic** at the **PGA National Resort & Spa** in **Palm Beach Gardens** for four more years! This year, PGA welcomed the world's best golfers for the **2012 Honda Classic**, which was held this past March. Coverage was broadcast on **NBC** and the **Golf Channel** for a total of 12 hours!



The Honda Classic drew about 50,000 additional spectators than the year before with the appearance of **Tiger Woods**. "The big attendance is great. But the main hit for us is in the worldwide marketing. People around the country see us on television," said **Joel Page**, GM and VP of PGA National. For info visit [thehondaclassic.com](http://thehondaclassic.com).



## LOCATION SPOTLIGHT: THE VILLAGE OF WELLINGTON



Wellington Aerial

**The Village of Wellington**, located in western Palm Beach County, is a world renowned equestrian and Polo destination with a refined country living quality. Known for being “a great hometown,” Wellington has truly become a premier family community ranking in Money Magazine’s “Top 100” Best Places to Live in 2010. A handful of celebrities such as Vanilla Ice call this prestigious village home. Wellington promotes a year-round World Class Equestrian community. It boasts 57 plus miles of equestrian trails which are designed for all types of uses and activities. It’s actually not out of the ordinary to see people horseback riding throughout this neighborhood as a means of transportation. The International Polo Club Palm Beach is the host of many Polo tournaments annually where many gather to see some of the biggest names in Polo compete.



Wellington Environmental Preserve



Wellington Playground

Wellington offers many public environments that promote recreation and family gatherings. The Wellington Community Center is a 28,000 square foot multi-use facility available to rent for a variety of functions. It also includes the Wellington Aquatics Complex which features an Olympic sized pool with diving boards and slides as well as a Tennis Center. There are an array of different programs offered for all ages between the multipurpose rooms, pool, and tennis courts. The Center also offers a lake and pavilion with a fishing dock.



Olympic sized Pool

A brand new Village Hall is now centrally located in the town consisting of 54,000 square feet. The municipal complex also features a 3,200 square foot, state-of-the-art amphitheater as well as a playground. The Wellington Amphitheater hosts many concerts and community events and can accommodate 1,500 people. The full acre playground, Scott’s Place, which neighbors the concert venue, is barrier-free and equipped to meet the needs of both able bodied and disabled children. Wellington also has a 365 acre Environmental Preserve which serves as a wildlife park and water quality improvement area. It has paved trails, horse trails, a boardwalk, learning centers, and an observation tower that gives a bird’s eye view of the natural preservation area. Wellington offers the type of environment that lends itself to fulfill several different location needs. For more information please call 561.233.1000.



Wellington Community Center by CJ Walker



Polo by Lila Photo

Editor: Jill Margolius Contributor: Vanessa Horta | To be included in the newsletter, please call 561.233.1000.

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