

News Release



For Immediate Release
September 15, 2011

Contact;
Roy Stearns (916) 654-7538

Three California State Parks Make Finalist List in Sony Contest

See the News Release Below

Click the Link for Films on Hearst, Red Rock and El Capitan



Media Contacts

For America's State Parks:

Executive Director NASPD

Phil McKnelly | 919-676-8365 | naspd@me.com

For Sony Creative Software:

Bender/Helper Impact

Carol Lee | 310-694-3109 | carol_lee@bhimpact.com

CUSTER STATE PARK, SOUTH DAKOTA – September 8, 2011, [America's State Parks](http://www.americasstateparks.org) today announced nineteen finalists in the America's State Parks Filmmaker Challenge at the National Association of State Park Directors conference being held at Custer State Park South Dakota. Sponsored by Sony Creative Software, a leading provider of professional video and audio editing applications, the contest was designed to promote awareness of the value of America's state park system.

Finalist videos can be viewed at <http://www.americasstateparks.org/filmmaker>.

Nineteen (19) finalists were selected by the Contest Judges based on the following criteria: Creative Elements (Cinematography, Editing, Soundtrack, Effective use of Special Effects, and Film Length), and Technical Elements (Film concept, Originality, Coherence, and Overall Enjoyment) (collectively, the "Contest Criteria"). Finalist will be ranked based on voting by the general public.

Winners of the competition will receive various Sony prizes including PlayStation®3 computer entertainment systems, Sony VAIO® laptops and Sony Bloggie® cameras. To further encourage participation from park visitors, America's State Parks will offer a \$30 discount to the public on Sony's recently released Vegas Movie Studio HD Platinum 11, a special offer that is exclusive to America's State Parks website network. In turn, Sony will also donate \$20 from each sale generated through this promotion to America's State Parks.

For energy efficient recreation –

California State Parks on the Internet: www.parks.ca.gov>



The general public that visits the Website from September 10 through November 1, are invited to vote for their favorite video. The finalist having the two highest overall votes will be Grand Prize Winners, the third and fourth highest vote getters receive honorable mention.

For more information on this promotion or America's State Parks, visit www.americasstateparks.org. For the America's State Parks Filmmaker Challenge contest rules and regulations, visit www.americasstateparks.org/filmmaker.

For more information on Sony Creative Software's Imagination Studio Suite and Vegas Movie Studio HD Platinum 11, visit www.sonycreativesoftware.com.

About America's State Parks

America's State Parks (www.americasstateparks.org) is an alliance of public and private organizations working to promote and enhance the collective national treasure that is the great park system found across our 50 states. With over 7,000 units and nearly three-quarter of a billion annual visits, America's State Parks are vital to the American quality of life. Leadership and governance for America's State Parks comes from members of the National Association of State Park Directors representing each region of the country.

About the National Association of State Park Directors (NASPD)

Comprised of fifty state park directors, the NASPD (www.naspd.org) was founded in 1962. The mission of the Association is to promote and advance the state park systems of America for their own significance, as well as for their important contributions to the nation's environment, heritage, health and economy.

About Sony Creative Software

Sony Creative Software inspires artistic expression with its award-winning line of products for [digital video](#), [audio](#), and [music production](#), as well as industry-leading technology for [DVD production](#) and [Blu-ray Disc™ authoring](#). [Sound Forge™ Pro](#), [ACID™ Pro](#), and [Vegas™ Pro](#) software have defined digital content creation for a generation of creative professionals. These signature product lines continue to advance media production by providing powerful, accessible tools. Today, there is a Sony Creative Software application for every level of expertise, including a full line of [consumer software](#) based on the company's professional applications. In addition, Sony Creative Software produces the extensive Sony® Sound Series collection of [royalty-free loops and samples](#), Sony Pictures Sound Effects Series exclusive sound effects, and Vision Series video creation assets. Further, the company provides the industry-leading tools for enterprise-level Blu-ray Disc™ authoring: Blu-code™ encoder, Dualstream 3D™ MVC encoder, Z Depth™ 3D subtitle editing application, and Blu-print® software. The company's customers span the globe and include professionals in the film, television, video game, and recording industries, as well as students, educators, and hobbyists. For more information about professional and consumer products, visit www.sonycreativesoftware.com.

Vegas is a trademark or registered trademark of Sony Creative Software Inc. in the U.S. and other countries. All other trademarks or trade names mentioned are the property of their respective owners.

###