



News Release

FOR IMMEDIATE RELEASE
July 20, 2011

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Amateur Movie Makers Take Note

Sony Begins Video Contest to Help State Parks

The Sony Corporation has joined forces with the America's State Parks organization in a Filmmaker Challenge Contest designed to provide funding to California's State Parks and other state parks across the nation. In the competition, park visitors are invited to create videos of their favorite park experiences in a contest for valuable Sony prizes.

"Our collaboration with America's State Parks enables people to see state parks with a new perspective by putting together movies about their visits using our new multimedia production software," said Brad Reinke, Senior Vice President for Sony Creative Software. "Our park system is truly a national treasure and our involvement in this promotion will help spread the word and incentivize the public to connect today's technology with the majesty of the great outdoors."

The benefit for Sony is that it is encouraging visitors to capture, edit and create their own material using Sony's new Vegas Movie Studio Platinum HD video editing software. The benefit for America's State Parks is that the campaign will help build awareness of America's magnificent State park system at a time of reduced budgets, and for every sale of the editing software, Sony will donate \$20 to America's State Parks. Additionally, America's State Parks will offer a \$30 discount to the public on Sony's Vegas Movie Studio HD Platinum 11.

Calling for submissions beginning June through September 1, America's State Parks will host the user videos on its YouTube page. By joining the Filmmakers Challenge, amateur movie makers will compete for a variety of prizes, including 2 Playstation®3 gaming systems, 2 Sony VAIO® laptops and 19 Sony Bloggie™ Cameras.

Visitors can generate their own footage for all to see and appreciate on America's State Parks YouTube channel <http://www.youtube.com/user/AmericasStateParks>, which will then be judged and finalists will be decided. Submissions run through September 1st and winners will be announced on November 15.

More information on this campaign can be found at the America's State Parks webpage www.americasstateparks.org. For rules, regulation and prize info visit <http://www.americasstateparks.org/filmmaker/>.

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