



Contact:  
Megan Kimball  
**Double R Productions**

Tel: 202-797-7777

Fax: 202-797-7771

[intern@doublerproductions.com](mailto:intern@doublerproductions.com)

[www.doublerproductions.com](http://www.doublerproductions.com)

## **Double R Productions Delivers for Rock Creek Strategic Marketing**

**For Immediate Release**

**September 2009**

**Washington, DC**

Rock Creek Strategic Marketing approached **Double R Productions** to produce a series of videos for two Army National Guard programs, the You Can School Program (YCSP) and the Guard Fit Challenge program. For the Guard Fit challenge program, **Double R Productions** produced over thirty exercise demonstration videos featuring an ARNG Olympic athlete describing the proper way to perform each exercise. Shooting at both George Mason University and Georgetown University, **Double R** shot over 30 different exercises using two HD crews and also conducted interviews with each athlete. The interviews were used to create individual athlete profile videos for the site as well. For YCSP, **Double R Productions** coordinated multiple locations, crews and actors to produce over 40 videos for the educational project. The videos feature teens talking about life skills ranging from budgeting basics to interview skills. **Double R's** Senior Editor, Michael Gionis, edited all the HD videos on AVID Nitrous. **Double R** collaborated with the Rock Creek Strategic Marketing team to develop the look and feel for both the Guard Fit Challenge and YCSP videos.

“Partnering with Rock Creek Strategic Marketing has been an excellent experience because they really understand how to develop a strong brand and message. The team at Rock Creek communicated their detailed vision, which allowed us to turn that into a video reality”, stated **Double R** President Rosemary Reed.

**Double R Productions** also produced two educator preview videos that serve as promotional pieces for each program. **Double R Productions'** President, Rosemary Reed traveled to Pearl, Mississippi, to interview educators and teens about their participation in the Guard Fit Challenge and YCSP.

**Double R Productions** is a full service communications firm in Washington, DC, specializing in film, television and all manner of media/web production. Since 1987, **Double R** projects have included public service announcements, original programming, corporate, non-profit and association image pieces, along with video news releases and commercials. **Double R** also works with government agencies on everything from media training and documentaries to interactive video training projects.

