

Contact:
Sandy Cannon-Brown, President
703.276.7077

**VIDEOTAKES, INC. NAMES CHRIS PALMER
CHIEF EXECUTIVE OFFICER AND EXECUTIVE PRODUCER**

Former Head of National Wildlife Productions to Work with Government, Non-Profit and Private Sector Organizations to Develop Environmental Films

ARLINGTON, VA – Chris Palmer is the new Chief Executive Officer and Executive Producer of VideoTakes, Inc., bringing the company his 20 years of experience in exceptional environmental filmmaking.

From 1994 to 2004, Palmer was President and CEO of National Wildlife Productions where he directed NWF's launch into broadcast, cable, syndication, home video, new media, large format and international markets. Palmer also founded National Audubon Society Productions in 1983 and served as President and CEO for 11 years.

Palmer and his colleagues have won many awards, including two Emmys and an Oscar nomination. In 1994, Palmer was honored with the Frank G. Wells Award from the Environmental Media Association for “contributing to environmental protection year after year.”

Palmer has produced more than 300 hours of original programming for prime time television and IMAX screens. His IMAX films include *Whales, Wolves, Dolphins, Bears, India: Kingdom of the Tiger*, and *Coral Reef Adventure*. Palmer is President of the MacGillivray Freeman Films Educational Foundation. MFF is the largest and most successful producer and distributor of IMAX films in the world.

Palmer also is the Distinguished Film Producer in Residence and Director of the Center for Environmental Filmmaking in the School of Communication at American University, where he teaches environmental filmmaking.

Sandy Cannon-Brown remains President and Chief Operating Officer of VideoTakes, Inc., a woman-owned, small business with 20 years of award-winning experience. Cannon-Brown also is an instructor in the School of Communication at American University, where she earned her undergraduate and graduate degrees.

At AU, Palmer and Cannon-Brown co-teach *Classroom in the Wild*, a course that gives advanced students the opportunity to create films for organizations dedicated to the environment. Last spring, students produced films for The Humane Society of the United States, the National Park Service and the Smithsonian Environmental Research Center.

At VideoTakes, Palmer, Cannon-Brown and staff recently completed a film for the Peace Parks Foundation and began work on several other films, including two for Discovery Creek, and one for independent filmmakers Alice and Lincoln Day about the environmental effects of war and the preparations of war. Many other projects are in development.

"Sandy built a company that includes many award-winning films dedicated to energy and the environment, health and human rights. I am so pleased to be associated with her and VideoTakes and to bring my network of professionals into the fold," Palmer said. "Sandy also shares my desire to encourage a new generation of filmmakers to dedicate themselves to films and videos that are sensitive to the environment yet also entertaining, effective, ethical and educational. I look forward to using our pool of resources and experience to create great films and great filmmakers."

###