

FOR IMMEDIATE RELEASE

IWC ANNOUNCES CONTRIBUTIONS TO “FEELING THE HEAT: THE CLIMATE CHALLENGE” EXHIBIT

Woodland Hills, CA, June 14, 2007 – Global warming is already impacting the world’s climate, and the effects are expected to intensify in the decades ahead. Human activities have increased the level of carbon dioxide (CO₂) in the atmosphere more than 30% in the last 150 years, according to the Birch Aquarium at Scripps, UC San Diego. Image Work Communications supported Bowman Design Group and Birch Aquarium’s team to create video content for interactive and fully immersive experiences for a new exhibit entitled, “Feeling The Heat: The Climate Challenge,” which opened to the general public late last month.

“Tom Bowman and Ed Hackley with Bowman Design Group approached us to support and assist on a variety of exhibit programs,” said Victor Ortado, Director and Producer at Image Work Communications. “We feel fortunate to be a part of such a socially responsible experience.”

With a target audience of ages 11 and up, the exhibit will educate the public with interactive activities highlighting the environmental changes that will occur over the next 50 years due to the Earth’s rapid temperature rise. Image Work’s series of videos will educate audiences about everyday activities that contribute to this problem, global environmental changes already underway, ways to reduce carbon emissions, and what we can all do to slow climate change. In addition, Image Work created motion media for a fun, user-generated experience that allows visitors to step into the future as they record a California weather report for the year 2050 in a simulated television newsroom.

“This is the first exhibit of its kind in Southern California,” said John Lawrence, President of Image Work Communications. “Educating the public, especially children, about this global threat is vital to the future of humanity so we can start to slow the damage already underway.”

Please visit http://aquarium.ucsd.edu/Exhibits/Feeling_the_Heat/

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About Image Work Communications:

Founded in 1980, Image Work Communications is a leading media production + marketing communications studio in Woodland Hills, CA. Specializing in creative, unique, results for museums, global companies, live events, video & film production, products, and installations. We create meaningful visual communications and experiences that connect our clients with their audiences.