

For Immediate Release



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## **The Okanagan's Largest Multi-Media Production Facility Opens**

Media Button Communications Inc. a leading Video, Web and Multi-Media Company announced, today, the official opening of its new 5,000 square foot production facility located on Tutt street in Kelowna B.C.

The Okanagan's vibrant tech and multi-media community, known as the "Silicon Vineyard," has never been stronger. With large-scale investment by industry giants Disney, the infrastructure of the Okanagan Film Commission, and education offered by the Centre for Arts and Technology, Media Button is well positioned to make an immediate contribution to this growing community, offering a combination of talented in-house expertise and a premiere production facility that will allow organizations to shop local.

Formerly the Photography West building, 3022 Tutt street has undergone extensive renovations, providing regional businesses and industry professionals with a truly one-stop environment for media creation.

The facility is highlighted by an 800 square foot video and photo studio complete with Professional quality High Definition cameras, lighting, sound and support equipment.

The production centre also includes; 3 post production HD video edit suites; a soundproof audio and voiceover recording studio; graphic design and web development stations; in-house writers' lounge; CD/DVD and Blu-Ray authoring and duplication; photography services (*in conjunction with Photography West*); a large meeting and presentation room; make-up, hair and dressing room; and other business amenities, all conveniently located in the heart of the Okanagan.

**Dave Araki** (President) comments, "*We're excited to bring a high level of quality services and infrastructure to the Okanagan. Our new studios and expansion further our capability to meet the growing demand for media creation, higher and more efficient production standards. The facility is unique to the Okanagan and very much needed.*"

In addition to the new facility, Media Button is pleased to announce the appointment of Mark Abrams as Director of Sales and Production. Mark brings years of experience in corporate communications, marketing and production, including senior positions with CHBC, a number of Vancouver production houses, as well as extensive experience in major feature film.

**Mark Abrams** (Director of sales and Production) *“It was very exciting for me to join Media Button at a time when we see such unlimited potential for the convergence of multi-media and web programming technologies. We are now able to generate cinema quality motion work textured in ways we could not imagine even a few years ago. And to have the opportunity to work in a facility like Media Button with the latest technologies and equipment all right here, under one roof, well, that is a big smile factor for me and our clients.”*

#### About

Media Button along with their sister company, Sold on Hold phone messaging are locally owned and operated companies, providing media creation services to businesses in the Okanagan and throughout Canada and the USA.. Specializing in Web design, Audio and Video production, Media Button is dedicated to providing high quality, value based services to a wide range of businesses.

**If you would like more information on Media Button’s new facility, or to schedule an interview with President Dave Araki or Mark Abrams please call 250-862-2300.**



