

News Release

Literacy organization hires hit video production company

VICTORIA BC, October 27, 2010 - A new two minute video produced by Aclara Promotions for the READ Society helped the non-profit connect with the community even before its official release.

“We knew video would be a powerful way to tell READ’s story, but we never expected it would reconnect us with former students. We learned about the impact READ has had on their lives,” says Claire Rettie, READ’s executive director.

Serendipity was at play when Aclara Promotions’ hired Jordan Harbour to write READ’s script. At the time, Aclara Promotions’ principal Christopher Ruffell had no idea that Harbour had attended READ classes as a child.

“I came to READ when I was in Grade 3 because I couldn’t read. Today, I’m a professional writer,” says Harbour. “I remember what it felt like to be teased as a kid because I couldn’t read, and it created all kinds of social problems for me because it affected my self-esteem.” He was able to use his unique insight into READ’s impact when writing the script and interviewing current students during the filming.

The two-minute promotional video, shot in High Definition for cutting-edge internet distribution, showcases READ’s volunteers, parents and students and shares the story of the organization, which was established in 1976.

One of the video’s featured parents is Jarka Piecuch. In another happy coincidence, Piecuch reconnected with READ after she was asked for a donation for the Society’s recent gala fundraiser. Although READ had lost touch with Piecuch, she was eager to help because her daughter attended READ about 20 years ago after they immigrated from Poland. “READ helped my daughter when I could not,” Piecuch says in the video.

“Video is an amazing way to tell stories. Even I am continually amazed by its power,” says Ruffell, who was recently in the news for his involvement with the UVic Libdub. The Libdub, shot and released around the same time as READ’s video has proven itself a success by achieving 70,000 views in less than four whole days. The up and coming Aclara Promotions has produced videos for other non-profits, including the Our Place Society. Christopher Ruffell went on; “We are a socially conscious business – we have an affinity with our community too.”

View the video at www.readsociety.bc.ca or www.aclarapromotions.com.

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