



**FOR IMMEDIATE RELEASE**

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**Omni Advertising Forms Partnership To Advance the Mission of  
the G-Star School**

*Pro-Bono work helps local film industry and economy*

**BOCA RATON, Fla.** (June 25, 2009) – Omni Advertising, one of the area’s largest advertising companies has recently taken on a new challenge, advancing the mission of G-Star School, the nation’s largest film and TV production and acting high school located in West Palm Beach. Recognizing the need to expand the industries that call Palm Beach County home, Omni Advertising welcomed the opportunity to help the G-Star school expand their film program by providing pro-bono advertising and public relations support. Omni strongly supports bringing the film industry into Palm Beach County as it will add tax revenues, jobs and create opportunities for local businesses. Through this comprehensive Omni/G Star partnership, it is estimated millions of dollars will be added to the local economy.

Additionally, Omni plans to be a part of supplement student course offerings and workshops including internships to students on specific creative projects and television and music studio work. This real life application will enrich student’s curriculum and portfolios.

The timing of this partnership couldn’t be better; G-Star will begin filming for their first full length motion picture, *It’s a Dog Gone Tale: Destiny’s Stand* in June. The movie will feature star G-Star School alum, **Shay Roman**, Tony and Golden Globe winner **Barry Bostwick** (*Hannah Montana: The Movie, Ugly Betty and Spin City*), as well as **Ron Palillo** (*Welcome Back Kotter, The Guardians, Hellgate*). Notable crew members include Academy Award winning Writer/Producer **Bobby Moresco** (*Crash, Million Dollar Baby*), Writer **Amanda Moresco** (*Crash, The Black Donnelly’s*), Dean Lyon, the Special Visual Effects Supervisor of the Academy Award winning trilogy *Lord of the Rings, Armageddon, Independence Day*, and *Air Force One*, and Director **Joe Reilly** (*The Prince and the Pauper, Kings of Appletown*). Several Floridians will be featured in the movie as well, including Florida **Governor Charlie Crist** and Save-A-Pet Founder and local philanthropist, **Gertrude Maxwell**.

According to **Greg Hauptner**, CEO of the G-Star School, “G-Star School does so many great things, it’s wonderful to be able to partner with Omni Advertising to get the word

out to the community thought advertising and public relations. We are most grateful for their generosity.”

Ken Hudson, CEO of Omni Advertising said, “G-Star School provides a unique product to area students and students nationwide who want to work in the motion picture industry, Omni Advertising is happy to help further the mission of G-Star, with the hopes of making Palm Beach County a motion picture destination.”

For more information of the G-Star School and the filming of *It's a Dog Gone Tale: Destiny's Stand*, visit [www.gstarschool.org](http://www.gstarschool.org).

**ABOUT G-STAR SCHOOL:**

The G-STAR School of the Arts for Motion Pictures and Broadcasting is the largest Film, TV Production and Acting high school in the nation and the only high school in the world with a real Motion Picture Studio on its campus, the G-Star Studios. G-Star is a nationally accredited high school awarded by the Southern Association of Colleges and Schools (SACS-CASI) where 95% of their students go on to college. Students assist on multi-million dollar feature films working side by side with the cast, crew, Producers and Directors as interns, thus receiving hands-on, real-world experience in the film industry. For more information, please visit [www.gstarschool.org](http://www.gstarschool.org).

Omni Advertising is the Official Media Partner of G-Star School; providing pro-bono advertising, marketing and public relations support to further the mission of G-Star and help transform Palm Beach County into a destination for motion picture filming and production. For more information, please visit [www.omni-advertising.com](http://www.omni-advertising.com).

**ABOUT OMNI ADVERTISING:**

Omni Advertising is a full-service advertising agency with nearly 100 clients nationwide. Omni's in-house services include creative development and production, media planning and placement, urban solutions and Hispanic marketing. Launched just eight short years ago, Omni Advertising has grown into one of South Florida's largest ad agencies. For more information visit: [www.omni-advertising.com](http://www.omni-advertising.com).

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