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Press Release

SBK Pictures Produces Film on The Future Of The Amazon Rainforest

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Rainforests are essential for life on Earth, providing fresh water, clean air, climate regulation, food, materials and many medicines. The Amazon Center for Environmental Education and Research Foundation (ACEER) promotes rainforest conservation by promoting awareness, understanding, action and transformation. A primary supporter of ACEER is the National Geographic Society.

On July 25, 2006, ACEER hosted a Gala to premiere a five-minute film produced by SBK Pictures that focuses on the critical work of ACEER to preserve the Amazon Rainforest for future generations.

The SBK Pictures film crew traveled to the remote areas of the Los Amigos watershed in Peru to document ACEER's educational and conservation efforts. The crew worked with ACEER's researchers, schoolteachers and university scholars. SBK filmed in a variety of locations, ranging from a remote one-room schoolhouse to the magnificent jungle canopy walkways. The SBK crew concluded their work with a trek through the cloud forest to the legendary Machu Picchu ruins.

"ACEER's efforts are critical not only to the Amazonian schoolchildren, the future stewards of the rainforest, but also to all of us in North America. The Amazon is indispensable, providing us with necessary rain for the crops in America's heartland," says Jeffrey Berry, President of SBK Pictures. "We produced this film pro bono because we support ACEER and their mission. We'd also like to extend our thanks to Blue Visual Effects for contributing their talented editors to help us finish the film."

At the film's premiere, ACEER's executive director, Marguerite Gould said, "The film captures the tentative condition of the pristine wilderness and the threats to the great diversity of wildlife. The film enables us to visually demonstrate the direct link between the Amazon rainforest and our everyday use of foods, medicines and herbs. We will use the film to attract support from corporate and foundation sponsors. This will be a mission critical tool for us."

SBK Pictures is a communications company providing creative direction and production expertise in various media for over 29 years. Clients include Wharton, 3M, Dun & Bradstreet, Morgan Lewis, Comcast, and Campbell Soups. To see more SBK work, contact Barney Leonard (610-658-5858).