



SBK PICTURES, INC. 123 COULTER AVENUE, ARDMORE, PENNSYLVANIA 19003 TEL 610.658.5858 FAX 610.658.0809 WWW.SBKPICTURES.COM

For Immediate Release

PHILADELPHIA, PA March, 2004 – A six-year-old boy witnesses the shooting of his father and uncle... A second grader sets fire to his home... An eight year-old-girl is the victim of physical abuse... These are just a few of the troubled kids we meet in a dramatic new video for The Children's Crisis Treatment Center in Philadelphia.

The five-minute film, produced by the Corporate Media division of SBK Pictures, a commercial film production company, was written and directed by Palmer Enfield. In addition to highlighting the Center's role providing mental health services and counseling to traumatized children, the piece will also help raise funds for the non-profit agency

"The Crisis Center provides important services for some very troubled kids. That's what drew us to the project," said Barney Leonard, Vice President of Corporate Media for SBK. "There's more need than ever for services like this. Many of these programs have seen their funding cut," he said.

The Children's Crisis Treatment Center offers professional counseling to kids who have experienced a traumatic event, such as a homicide, suicide, fire, or abuse. Thanks to a staff of about 80 professionals from all disciplines of the mental health field, including psychologists, psychiatrists and counselors, the Crisis Center helps about 1,200 children each year, mostly from under-served communities in Philadelphia.

The film, shot in Philadelphia over a two-day period, dramatizes the stories of these children -- and the counseling and support extended to them, and their families, by the

"We wanted the viewer to empathize with the children," said director Enfield. "By using minimal on-camera dialogue and letting the voice-over carry the story line, the audience can really focus on the kids," she observed.

"SBK was terrific throughout the whole process," said Tony Valdes, Executive Director of the Center. "We couldn't have produced a video of this caliber on our own. They showed tremendous dedication and sensitivity to what we were trying to communicate. It was a great experience."

In addition to the film, SBK also produced a 30-second public service announcement. A photographer was on location to shoot portraits of the kids for a poster and collateral campaign.

SBK Pictures has been providing film direction and production for commercials, tourism and IMAX movies for over 27 years. Clients include AT&T, 3M, Dun & Bradstreet, Bell South, Comcast, Cablevision and Campbell Soups. To see more SBK work, contact Barney Leonard (610-658-5858).