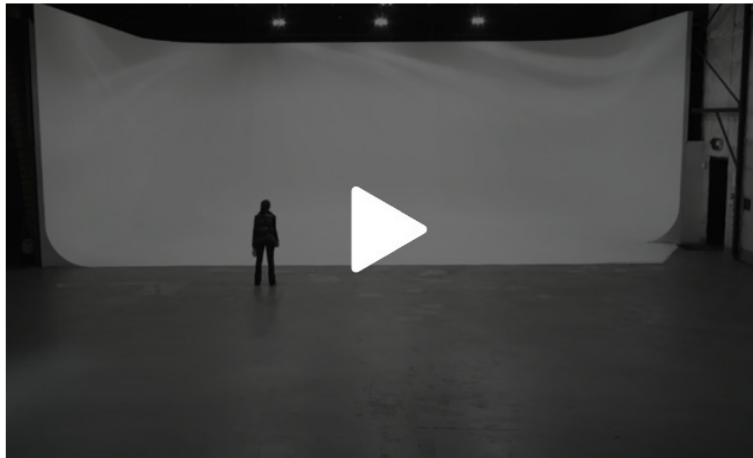


# save**the**biz.org



## **Film Industry Coalition Uses Creative Video to Ask “Does It Really Have to Be This Way?”**

LOS, ANGELES, CALIFORNIA, JANUARY 8, 2009 – An all-volunteer cast and crew has released a video spot that dramatizes the devastation that would result from a strike by the Screen Actors Guild. The piece features Academy Award and SAG Award nominee James Cromwell, star of hit TV series Big Bang Theory Kaley Cuoco, and veteran actor and former SAG Foundation president Mitch Ryan. Experienced above- and below-the-line crew and some of the industry’s premier providers of production technology and services also participated in the project. David Pringle and Eric Golden, owners of lighting manufacturer Luminy Systems Corp., organized the effort and served as Executive Producers.

Actor James Cromwell, who both appeared in and narrated the spot, said “this project was accomplished by the qualities that make this industry great – creativity, passion and collaboration. It was an inspiration to see such a diverse and talented group from all areas of the film industry come together for a truly worthwhile cause: to save the film industry from an unnecessary and possibly crippling blow.”

The video can be seen at [www.savethebiz.org](http://www.savethebiz.org). It is also available at [www.youtube.com](http://www.youtube.com) and other video sites.

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