

## **For Immediate Release:**

Walnut, CA June 25, 2007— Multi-Monde Productions in Canada and American AMP, an advertising, marketing and promotions company in the US, have strategically created a YOUTUBE website for the short film My Friend Ana.

The video will be serviced out to family and youth organizations, as well as other teen blogs and websites to counter the growing problem with eating disorders in teens in America. American AMP, played a major role in the success of such [movie blockbusters](#) as Disney/Walden Media's The Chronicles of Narnia: The Lion, The Witch and The Wardrobe, Mel Gibson's [The Passion of the Christ](#), and Universal's United 93. In the music industry, American AMP has been responsible for promoting and marketing hundreds of major and independent label recording artists from various genres, including three Bob Marley CD's and three Marley box-sets for JAD Records International.

American AMP president Rudy Chavarria Jr saw the short film My Friend Ana at the LA [Short Film Festival](#) in 2006. "This is a brilliant film and deserves its place with in the YOUTUBE community," Chavarria commented. "YOUTUBE and Ana is a perfect match. High school and college students generate large amounts of traffic on YOUTUBE. By placing the Ana video up, it puts Ana in the category of teenagers that are looking for videos on anorexia." added Chavarria.

Director Laura Turek commented on targeting the worldwide audience of YOUTUBE, "When I first wrote My Friend Ana, my idea was to make a film that would reach young people everywhere to tell them that eating disorders are a serious problem and not some cool, glamorous club that certain websites are making the disease out to be. There are many young people out there using the internet to find inspiration for eating disorders, whether that is pictures, videos or websites. These are the students we want to target and YOUTUBE is the perfect community for this. Our goal is that young girls will see the clip and be curious enough to want to see and learn more." Turek added, "I hope it gives them a bit of virtual food for thought."