

February 10, 2010

To Whom it May Concern;

Imagine our surprise at finding a filmmaker of Cliff's calibre and years of experience living and working in Qualicum Beach! It has been our pleasure to work with him on a number of projects from photo shoots to video productions, serving our clients involved in tourism, health care, fundraising, and education. The results of our collaboration with Cliff are always satisfying and our clients are thrilled as well. Cliff is simply our *go-to-guy* for projects requiring film and photography expertise.

My favourite project with Cliff involved a photo shoot at the Nanaimo Regional General Hospital. Donning scrubs, we were allowed access to recovery rooms, maternity wards and even a surgical unit where a hip replacement surgery was in progress. Taking an *on the fly*, photo journalist approach to the project, and with very little time for preparing shots, Cliff managed to capture the dedication and commitment of those working within the hospital. The images he captured were outstanding and formed the basis for a promotional campaign including a video production, fundraising appeal handbook, display posters and other materials that were used to successfully raise \$4 million dollars to equip the new surgical and maternity facilities being built.

It is our pleasure to recommend Cliff Craven for your next project.

Sincerely,



Sandy Robson
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fresh, juicy ideas...

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