



Heartwood Media Continues Good Work with Project for The Nature Conservancy

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Produces video featuring preservation work done in The Great Bay, Ossipee Pine Barrens and the Ashuelot River Watershed

PR9.NET October 12, 2005 - MANCHESTER, NH]- When Heartwood Media's Creative Director Chris Conroy was approached about a project by the New Hampshire chapter of The Nature Conservancy, he jumped at the opportunity.

Here was a project that tied closely to Heartwood Media's mission: To do high-quality video, TV, and interactive projects while simultaneously doing good in the community.

The New Hampshire chapter of The Nature Conservancy is currently working on large-scale conservation projects throughout New Hampshire. The video focused on the Conservancy's efforts to protect and restore the Great Bay estuary, the Ossipee Pine Barrens, and the Ashuelot River watershed in southwestern New Hampshire. These projects focus on natural resources and wildlife, and finding the best ways to conserve and manage them for future generations. The Nature Conservancy is a leading international, nonprofit organization that preserves plants, animals and natural communities representing the diversity of life on Earth by protecting the lands and waters they need to survive. Since 1987 The Nature Conservancy in New Hampshire has helped protect more than 121,000 acres of ecologically significant lands.

"The Conservancy wanted to do a video to share their successes with potential donors and volunteers; and also show that there is still a lot more work to do," said Conroy, "So they gave us a call."

Conroy and his staff filmed on location in Great Bay before editing the video in Heartwood's Manchester, NH offices. The video debuted at a Nature Conservancy event in October, and will be distributed to the organization's supporters.

According to Tiffany McKenna of the Nature Conservancy, "The video was a hit! Our friends and trustees loved it, and it far exceeded our own expectations. We'll definitely be working with Heartwood Media again in the future."

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About Heartwood Media Inc.

Heartwood Media, Inc. is an award winning video, TV, and interactive production company based in Manchester, NH. Heartwood partners with a diverse array of clients – including PSNH, Segway, Autodesk, and The Nature Conservancy – helping them focus their message, target their audience, and deliver an intelligently conceived production that gets results.

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