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**NATIONALLY RENOWNED DIRECTOR TO
DIRECT THE REALITY SHOW, "GOT CITY GAME! CLEVELAND"**

Don Tyler, nationally acclaimed music video director and native Clevelander, will direct the reality show, "Got City Game! Cleveland." Shooting will take place throughout the city of Cleveland from October 17th through the 28th. The show, which will feature three sponsored teams participating in the challenges of Got City Game! Cleveland, will air during the months of November and December, 2009.

"I'm very excited to be involved with a project that embodies an independent spirit and showcases the great people and places of my home town, Cleveland," Tyler says.

Along with industry professionals, Tyler will be directing film production students from Cuyahoga County Community College who will be handling the video cameras and sound equipment. "I love the opportunity to share my knowledge of production with up-and-coming talent," he comments. "Got City Game provides these kids real-world production experience which will be important if we want a viable film industry in Cleveland."

(MORE)

NATIONALLY RENOWNED VIDEO DIRECTOR WILL
DIRECT WEBISODES FOR GOT CITY GAME! CLEVELAND

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Red 40 Productions is a privately owned interactive entertainment company focusing on creating extraordinary visual experiences. Founded in Cleveland in 2001 by Director Don Tyler, the Cleveland, Ohio, based company is known for creating stunning music videos, commercials, game trailers, graphic design, including animated graphics, logos and web site design. To see sample work go to www.red40productions.com

Got City Game! (GCG) is a non-profit talent-attraction initiative intent on creating a concrete shift in people's attitude and perception of Northeast Ohio. Leveraging edu-tainment strategies, dynamic communication tactics and social-networking techniques, GCG expects to drive significant increases in the awareness of the region's growth industry clusters, entrepreneurial ventures, scope and range of higher education opportunities and downtown living amenities. For more details watch the video at: www.gotcitygame.tv

Cleveland's Got City Game! was awarded a grant from the Cleveland Foundation's Civic Innovation Lab, and the Executive Producers, T.L. Champion and Barbara Oney, were named "Heroes" by the Employers Resource Council (ERC) because of the project's impact as an attraction-retention vehicle for the Northeast Ohio region.