

For immediate release

Contacts:

Barbara DiGuido, Special Olympics Illinois, (630) 942-5610, bdiguido@soill.org;
Martin Rodahl, 71 Degrees North, (402) 880-9492, martin.rodahl@gmail.com

Special Olympics PSA Leaves Audiences “Speechless”
Director Martin Rodahl assembles best-in-class team to complete new PSA
for Special Olympics Illinois titled “Speechless”

Chicago, Illinois, May 17, 2012 -- Director Martin Rodahl, inspired by the moving story of Special Olympics Illinois athlete Susie Doyens, brought an idea for a public service announcement to life at the Bartlett Hills Golf Club in Bartlett, Illinois. Born with Down syndrome, Susie remained practically mute for most of her childhood due to social pressure and anxiety. In “Speechless,” Susie literally shatters those fears and attributes her transformation to the confidence gained through Special Olympics.

Having maintained a professional relationship with Special Olympics Illinois for several years, Rodahl immediately accepted the opportunity to direct, produce and edit the PSA: “It’s an honor to work with Special Olympics and the individuals that this wonderful organization touches, whether it’s an athlete, volunteer or staff member. I have a sister with special needs so the subject is very close to home.”

According to Barbara DiGuido, director of communications for Special Olympics Illinois, “In a short PSA, Martin was able to capture the essence of Susie’s powerful story in a dramatic and compelling way that leaves a lasting impression about the power of Special Olympics to change lives.”

Tom, Dick & Harry Creative of Chicago, Illinois, provided support for the concept, spearheaded by creative director Amy Markley and art director Taylor LeCroy. The PSA relied heavily on its post-production team, including visual effects by Chris Ryan of Chaos Studios, color by Tyler Roth of Optimus, sound design and mix by Cory Coken of NoiseFloor and music composition by Shawn Sutta of Audiocastle.

Said Rodahl, “I am so grateful to everyone who dedicated their time and effort to this project. This was one of those rare moments in advertising where everyone recognized the value of the product and its importance to our community as a whole.”

“Speechless” is posted on the Special Olympics Illinois channel on YouTube: www.youtube.com/SOIllinois and is currently airing on select television and cable stations in Illinois, including RCN in Chicago, with tentative plans for national distribution later in 2012.

Special Olympics Illinois provides year-round sports training and competition and leadership programs for children and adults with intellectual disabilities in Illinois.

Martin Rodahl was recently included in Shoot Online’s annual New Directors Showcase at the Director’s Guild of America on May 17, 2012. He currently directs, produces and edits under the banner of his independent production company 71 Degrees North.

Please visit the following links for more information about the companies involved:

www.soill.org -- www.71degreesnorth.com -- www.tdhcreative.com -- www.optimus.com -- www.audiocastle.tv --
www.noise-floor.com -- www.chaos-studios.net

###