



For Immediate Release

### **SYRCL's Wild & Scenic® Film Festival Honors AJA Video**

Nevada City, CA, October 8, 2010 – The Wild & Scenic® Film Festival recently honored AJA® Video Systems with the singular honor of Founding Sponsor for their continued support of, and deep commitment to, the festival's success and growth.

With the help of AJA, the festival has hosted well over 20,000 attendees including more than 400 top filmmakers, celebrities, activists, explorers, and outdoor athletes. Such luminaries include Sir Patrick Stewart, Peter Coyote, Daryl Hannah, Ron Kauk, Colin Beavan, Julia Butterfly Hill, and Jeremy Jones. The Wild & Scenic Film Festival has screened over 500 films, including more premiers than any environmental film festival in the country.

The Wild & Scenic Film Festival is now one of the largest and most beloved festivals of its kind in North America. Every January it draws thousands to the historic town of Nevada City, CA, then launches on a national tour with over 115 stops in metropolitan cities, mountain villages and college towns.

For nine-years The Wild & Scenic Film Festival has inspired attendees, the independent filmmaking community and local community with films that focus on the planet, activism, and adventure. It has quickly grown to become an important part of the Nevada County community.

Based in nearby Grass Valley, AJA is an integral part of that community as well. Built on a legacy of quality, reliability, and innovation, AJA Video has been a leading manufacturer of high-quality digital video interface, conversion and desktop solutions supporting the professional broadcast and post-production markets since 1993.

"Only one company, AJA Video Systems, has been a partner from the very beginning. We deeply appreciate their many years of support," says festival producer, Leslie Jacobson.

The Wild and Scenic® Film Festival will run January 14<sup>th</sup> – 16<sup>th</sup> in Nevada City, California. The event is organized and hosted by the [South Yuba River Citizens League](#). For 27 years this grassroots environmental organization has been bringing the community together around the protection of the Yuba River Watershed.

"We are honored to again support the Wild & Scenic film festival," said Nick Rashby, President, AJA Video. "As a Nevada County-based company that has grown into a global provider of technologies for filmmakers, it's been our pleasure to be a part of this

incredible event that celebrates our local area and the independent filmmaking community worldwide."

More information can be found at [www.wildandscenicfilmfestival.org](http://www.wildandscenicfilmfestival.org).

About AJA: AJA Video has been a leading manufacturer of high-quality and cost-effective digital video interface, conversion and desktop solutions supporting the professional broadcast and post-production markets since 1993. With headquarters in Grass Valley, California, AJA maintains an extensive sales channel of dealers and systems integrators around the world.

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