

Evening Star Productions

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Evening Star Productions is a television and video production company that develops commercial programs and projects that have social significance. The three underserved markets that are targeted include: 1) entertainment and educational programs for older adults, caregivers, and children; 2) health care promotion and risk reduction programs for older adults and caregivers; and 3) promotion, education, and information programs for Baby Boomers, eldercare programs for employers, and corporations interested in targeting the rapidly growing 50+ market.

Evening Star has developed many Small Business Innovative Research (SBIR) multimedia projects and projects funded by corporations, private foundations, and **The Department of Health and Human Services**. The company also provides strategic development planning to Procter & Gamble, MetroHealth Medical Center, the Rock and Roll Hall of Fame and Museum, and many other major corporations.

Commercialized SBIR projects include the nationally distributed thirty-minute television program, Changes, for older adults hosted by Nick Clooney airing on the new FOX Health Network. Another is the award-winning television program and video series **Living Well: A Guide to Healthy Aging**. This program airs on PBS and the FOX Health Network. The five part video and print series is sold on QVC, Borders Books and Music, and other outlets. This product is endorsed by and promoted with the American Society on Aging, OASIS, The United Nations International Year of the Older Adult, the Alliance for Aging Research, and many other aging and disease organizations. Living Well recently received a Bronze Award at The National Mature Media Awards, co-sponsored by the National Associations of the Area Agencies on Aging. Another SBIR project, **Geezbo's Alley**, was the first multimedia Fast-Track SBIR funded by the **National Cancer Institute**. This show was directed by the Director of the After-School specials and developed with The Rock and Roll Hall of Fame and Museum and Bob Keeshan, "Captain Kangaroo".

Other television programs produced and developed by Evening Star include The Appalachians, a 4 hour PBS documentary film, CD, and book, and Web site; Executive Producer of Manny's Music Mecca, a series of children's health promotion television programs; Executive Producer of John Glenn: The Third Age Begins Now for The United Nations International Year of the Older Adult; Executive Producer Integrative Medicine:Body, Mind, and Spirit hosted by Naomi Judd, a thirteen week series and one-hour documentary on The America's Health Network and The FOX Health Network, and the documentary Standing in the Safety Zone narrated by the US Surgeon General.

National Institutes of Health Awards

Developing Video and Print Library of Healthy Aging Programs (AG 12080)
Health Promotion for Children—Multimedia Music Programs (CA 75465)