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North River Films launches new division, “High School Athlete Spotlight” for aspiring college sports players

NORWELL, MA, ISSUED March 24, 2011...North River Films (www.northriverfilms.tv), a company specializing in the writing, production and directing of videos for the corporate, entertainment, and non-profit industries, today announced the launch of a new division within the company, geared toward the high school athlete who has his/her eyes set on playing college sports.

High School Athlete Spotlight (www.hsathletespotlight.com) is a division within North River Films that caters to the high school sports player seeking a professionally created recruitment video that can be distributed to the colleges of the athlete’s choice. North River Films CEO Rick DiGregorio brings background both in film production and sports to this new venture.

DiGregorio includes in his credits the ESPN sports documentary series “Sidelines,” which was based on life surrounding the major college football team of Texas A&M. Additionally, he was the co-creator and supervising producer, writer and director of the NESN program, “Be A Bruin,” which profiled the quest of 36 hockey players who sought to become members of the Boston Bruins. The Emmy award winning program ran from 2005-2007.

DiGregorio, who founded North River Films to bring the expertise of Hollywood and New York to this Norwell-based venture, said that the approach his company will use differs greatly from what is typically offered in the marketplace. “Most sports videos that are used to influence college coaches are produced locally and from places such as a high school A-V department, and most record an entire game with no particular player in mind,” he said. He noted, “Our approach is to shadow the athlete through a series of games and make the video very athlete-centric. The video will include interviews with coaches and bring the athlete’s performance to life.”

He added, “We understand how important a step this is for the high school student who has his or her aspirations set on playing college sports. This is a form of marketing, and it makes sense for the student to have the best marketing piece available.”

DiGregorio’s years of experience in the film industry, he says, will make this product and service stand out from the others in the market.

About North River Films

North River Films (www.northriverfilms.tv) is a full-service firm specializing in the writing, editing, production and filming of videos for fundraising, corporations, political campaigns, entertainment, and many other uses. CEO/founder Rick DiGregorio brings 30 years’ experience in the industry to his venture. He is a production consultant, writer, editor and director whose resume includes work for ABC in New York, and entertainment industry credits that include “One Life to Live,” “All My Children,” and filming assistance in the final episodes of “Cheers.” He was the co-creator, writer and supervisor for ESPN “Sidelines,” a reality/soap opera based on life surrounding a major college football program (Texas A&M). His credits additionally include “Shark Week” with Heidi Klum, the Discovery Channel salute to National Parks, and “Be A Bruin” on NESN. He created and directed commercials in the successful

gubernatorial campaign of New York Governor Andrew Cuomo. North River Films clients include KFC, Proctor & Gamble, Fidelity Investments, WCVB-TV, The Discovery Channel, Massachusetts General Hospital, and more. Services offered by North River Films include project concept development backed by years of experience in development at major networks; writing; cinematography and lighting design; full-service studio pre-production and production, and post-production. For additional information on services offered by North River Films, please e-mail info@northriverfilms.tv or call 781-826-9607.