



**SUBJECT: Reference Letter for Boldfish Video Productions**

To Whom It May Concern:

As Communications Director for HEABC, I have worked with Boldfish Video Production on videos for the annual BC Health Care Awards for the past five years. Since 2010, HEABC has contracted Boldfish to produce approximately 12 videos that are each 3-4 minutes in length. The videos are used for marketing purposes and are the highlight of the gala awards luncheon each year.

Each video, filmed in communities across the province, requires scheduling 3 expert interviews and dozens of volunteers to participate in demonstrations and re-enactments. Scheduling health care professionals can be a logistical nightmare, but Boldfish does it with grace and ease. Timelines are tight, with less than two months to produce 12 videos, and the resources HEABC and the award recipients are able to provide are limited, leaving Boldfish to come up with creative solutions to ensure that the resulting videos are professional and emotionally impactful.

Over the years, I have heard nothing but positive remarks from the health care professionals that Boldfish has worked with in the field. The Boldfish crew is flexible, respectful and entirely professional. Boldfish has also been extremely efficient and committed to meeting HEABC's timelines and working within our budget. I wholeheartedly recommend Boldfish as a video production company and look forward to working with them again next year on the BC Health Care Awards.

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