

## Balsiger Enterprises

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### NEWS RELEASE

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### ***The Perfect Gift* Garners Finalist Honors From 2010 Christian Retailers Choice Awards**

*Christmas-Themed Family Film*

*Recognized By Christian Retail Industry Group*

**LOVELAND, Colorado**—*The Perfect Gift*, produced by Kelly's Filmworks, was a finalist in the DVD/Video Movie category in Christian Retailing's tenth annual Retailers Choice Awards. The announcement was made by David Balsiger, CEO of Balsiger Enterprises, the film's international broadcast and video licensing representative.

The Retailers Choice Awards are determined by Christian retailers across the country—proprietors, managers, staff, and volunteers—who were asked to judge the products released during 2009 based on their perceived impact on consumers, including the product's ability to "speak to hearts and evoke emotion, open minds to new ways of thinking, and encourage and affirm *Christlike living*."

The awards consider all product lines of Christian retailing, a total of thirty categories including Bibles, books, gifts, music, and videos.

"We're extremely pleased with this honor," notes Balsiger. "This is essentially a nationwide 'staff recommendation' for this very moving Christmas film. It reaffirms our evaluation of *The Perfect Gift* as a perfect holiday DVD."

### ***The Perfect Gift: A Terrific Christmas Movie***

From the creative team that produced *The Perfect Stranger* and *Another Perfect Stranger*, *The Perfect Gift* confronts today's commercial Christmas culture and offers a fresh, compelling, faith-based family film that focuses on the true perfect gift, God's sending his Son two thousand years ago.

The original story follows teenager Maxine Noelle Westray, "Max" (played by Christina Dawn Fougne), as she learns all about the true meaning of Christmas from Jess (played by Jefferson Moore), an itinerant carpenter who bears a remarkable resemblance to Jesus Christ.

As the story develops, Jess shares a wealth of information about Christmas with Max, changing her opinion of the holiday as she begins to understand the deeper meaning and impact of Christ's birth.

*The Perfect Gift* was written and directed by Jefferson Moore, who also wrote and

directed the film *Clancy*, as well as writing the screenplay and co-directing both *The Perfect Stranger* and *Another Perfect Stranger*. The film was produced by Kelly Worthington of Kelly's Filmworks.

*The Perfect Gift* was awarded the highest rating Family Approval for all ages from the Dove Foundation.

### **Licensing Through Balsiger Enterprises**

Balsiger Enterprises is the international licensing representative for *The Perfect Gift*. A family and faith-based entertainment marketing company, Balsiger Enterprises licenses motion pictures and television specials and series to broadcasters and DVD distributors worldwide.

"This is an uplifting message about friendship, commitment and the truest meaning of Christmas," explains Balsiger, the company's CEO. "In my experience, more than at any other time of the year, families get together and watch Frank Capra-type films together during the Christmas holidays. This is a perfect addition to the traditional Christmas movie genre."

Balsiger is a veteran of the worldwide television broadcast and DVD licensing business, including supervising all licensing operations for legendary film and television production company, Grizzly Adams Productions. In the past decade with Balsiger heading licensing operations, Grizzly Adams has produced and licensed more than 600 family friendly feature films, documentaries, TV specials and series. The company is named after its long-running NBC television series, *The Life and Times of Grizzly Adams*.

As a producer of scores of films and television specials, Balsiger is widely recognized among industry professionals as a keen judge of market potential for projects developed for family and faith-focused audiences.

Explains Balsiger, "We're thrilled to be able to offer all four films from Kelly's Filmworks—*The Perfect Stranger*, *Another Perfect Stranger*, *Clancy*, and *The Perfect Gift*—to our clients in Europe, Asia, South America, and the Pacific Rim." In addition to the slate of feature films from Kelly's Filmworks, a seven-part *Stranger* television miniseries is now available for international broadcast licensing and DVD distribution through Balsiger Enterprises.

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### **About Contacting the Retailers Choice Awards**

Since they were launched in 2001, the Retailers Choice Awards have been increasingly acknowledged as an important way of recognizing some of the most significant new life-changing products in the Christian retail industry. For more information, visit <http://www.retailerschoiceawards.com>.

### **About Contacting Balsiger Enterprises**

For quotes or to interview Balsiger Enterprises licensing executives, contact Michelle Miller at 1-970-690-7302, or email [michellemillermmm@hotmail.com](mailto:michellemillermmm@hotmail.com). For information about international licensing of *The Perfect Gift*, *The Perfect Stranger*,

Another *Perfect Stranger*, *Clancy*, or the seven part "*Stranger*" television series for international broadcast television or DVD distribution, contact David W. Balsiger at 1-970-663-3820/email — [dwbalsiger@ultrasys.net](mailto:dwbalsiger@ultrasys.net) or Licensing Representative Denise Lucas at 1-805-556-0402/email — [redhdfx@yahoo.com](mailto:redhdfx@yahoo.com).

### **About Contacting Kelly's Filmworks**

For more information about Kelly's Filmworks visit [www.kellysfilmworks.net](http://www.kellysfilmworks.net) or email [kellysfilmworks@bellsouth.net](mailto:kellysfilmworks@bellsouth.net). To learn more about *The Perfect Gift* movie, visit [www.perfectgiftmovie.com](http://www.perfectgiftmovie.com).

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Always consider your audience. Who is the primary target of this press release - reporters, investors, partners or customers? Make sure that your words are pertinent to your audience.

Stress the benefits. Avoid subjective language like "the greatest" or "the best".

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