

PRESS RELEASE

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Five Star Films Produces Pro Bono TV Commercial for 2008 Hospice Cup

[ANNAPOLIS, MD] "The thrill. The action. The victory," – announces the recent TV commercial created for Hospice Cup, Inc. will promote sailing for hospice for the annual Hospice Cup regatta. The 30-second film was produced by Five Star Films, Inc., in partnership with Phillips Turner Communications, as a pro bono effort to promote the event and the hospice cause.

The commercial will be aired on the Washington, DC area RCN network and the Anne Arundel County Comcast network from mid-August through mid-September.

Taking place on September 27, 2008, in Annapolis, MD, the Hospice Cup XXVII regatta raises funds for area participating hospices help to pay the expenses not covered by Medicare or private insurance. Hospices provide skilled compassionate care, comfort and dignity to the terminally ill, as well as bereavement counseling and support groups for their families and friends.

Five Star Films President, Carolyn Projansky, states, "As a firm that works with many types of nonprofit organizations, we are very pleased to be a part of this wonderful cause raising awareness and funds for hospice. Additionally, as someone whose family was greatly supported by hospice caregivers, I understand the comforting impact this service has on patients and their loved ones."

Julie Phillips-Turner, principal of Phillips Turner Communications, and board PR liaison for Hospice Cup, Inc., states, "Five Star Films has done a great job in producing a film that expresses the visual essence of the event – from the beautiful sailboats and those enjoying the day's activities to the patients and their caregivers."

The Hospice Cup regatta commercial can be viewed online at <http://www.hospicecup.org/press.shtml>

The annual Hospice Cup regatta is a cooperative effort. It is organized by the all-volunteer Hospice Cup, Inc. (HCI) Board of Directors, an Executive Director, participating area hospices and hundreds of volunteers. The race is managed by Shearwater Sailing Club and assisted by Storm Trysail Club Chesapeake Station.

The 2008 participating hospices include: Hospice of the Chesapeake, Capital Hospice, Montgomery Hospice, and Community Hospices. Each hospice must meet the standards of the National Hospice and Palliative Care Organization.

The Hospice Cup race is sanctioned by the Chesapeake Bay Yacht Racing Association (CBYRA) and counts for CBYRA season-long High Point competition. Hospice Cup, Inc. is a 501(c)(3) nonprofit organization chartered under the laws of the Commonwealth of Virginia, Maryland and the District of Columbia for the purposes of conducting a benefit yacht race and related events. Hospice Cup, Inc. is also a proud member of the National Hospice Regatta Alliance.

Five Star Films, Inc. is a full service video production company specializing in documentary films and documentary style productions for nonprofits, associations, small businesses and government. The company also produces independent films for broadcast television and educational distribution in the US, Africa and Europe. Their work ranges from 30-second marketing clips to a 90-minute feature documentary (in production) covering a wide range of current affairs and social issue-driven topics. Past and current clients include Maryland Public Television, South African Broadcasting Corp., National Geographic Channels, the Smithsonian

Institution, the Academy for Educational Development, ACEDI-VOCA, the Center for Community Change, Higher Achievement and many others. Five Star Films was founded in 2005 by Carolyn Projansky, an award-winning writer/producer with more than 25 years of experience in public education, nonprofit fundraising and media. The company is located in Cabin John, Maryland. Visit www.fivestarfilmsonc.com for more information.

Additional information about the race can be found online at the official Hospice Cup web site www.hospicecup.org.

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