

# **“WHITE HOUSE” OPENS PRESS ROOM**

## **Custom Videos now available featuring “Mr. President”...Steve Bridges**

Think of it as the new Western White House – albeit in west suburban Chicago, Illinois. The exact location is 74-947 Highway 111, Suite 215, Indian Wells, California 92210. That’s where Randy Nolen Artists et. al. recently built a replica of the real "Press Room" from the "real" White House in Washington, DC. Accurate down to practically the last detail, this new press room was "duplicated" to serve as a fitting stage to maximize the talents of California comedian Steve Bridges, a.k.a. "Mr. President". A master impressionist, Bridges has spent the better part of the past year wowing audiences across America with his amazingly accurate (not to mention incredibly convincing) characterization of President George W. Bush. Bridge’s "Bush voice" alone is so good, it served to inspire Academy Award winning prosthetic make-up artist Kevin Haney (*Driving Miss Daisy*) to create a perfect "George W. Bush" appearance to match. The uncanny results have already been featured on a variety of national stages including an exclusive contract to perform on *The Tonight Show with Jay Leno* (NBC), Judy Woodruff’s *Inside Politics* (CNN) *Goodmorning America* (ABC), *Fox News* with Brit Hume (Fox), *Hannity and Colmes* (Fox) and *The Early Show* (CBS). He’s also has shared the spotlight with Washington insiders such political consultant James Carville, former Senator Bill Bradley, former Speaker of the House Newt Gingrich and former CNN Washington Bureau Chief, Frank Sesno.

Now, thanks to the new Western White House set that’s been crafted from a 24’ x 40’ space in Nolen’s Indian Wells offices, "Mr. President" is inexpensively available through video to corporations, associations, trade shows and organizations of all types across America. Working in conjunction with video and motion graphic artist Brett Tuttle, Nolen and company are gearing up to produce custom videos featuring Bridges as President Bush. The videos will be completely produced on-site and include all production costs (set, sound, lighting, talent, reproduction and delivery) for \$5,000 per project. "Discounts are available for multiple videos featuring different content," Nolen noted. Because all production and post-production will be performed at a single location, Nolen said the final product can be made available to clients in as little as 24 hours. According to Tuttle, the technology used in producing the videos and other projects will be nothing less than cutting edge. "We’re a full Mac shop utilizing the latest editing gear – *Avid DV Xpress*, *Final Cut Pro* and *Media 100*. Given enough time, we can deliver product in any format requested – Beta SP, Mini DV, DVD, and VHS as well as literally any other format used worldwide," he explained.

Current plans call for doing "gang shoots" once a month in Indian Wells with the first scheduled for February 23rd. All interested parties have to provide is a 3 to 5-minute script, which will be fed into a teleprompter for delivery. (Writing services can be provided at additional cost if necessary). Although Bridges will do most videos solo, Nolen said it’s also possible to include a "spokesperson" from the company or organization. "We essentially will have two basic formats – one as a press conference and another which will look more like a live satellite feed. The finished product will be amenable to many different applications" Nolen said. "The videos can be used to open a meeting, at a trade show booth, on the Internet, or via video teleconference. They could even be used for something as simple as a video birthday card or as a retirement greeting from the ‘President’." Indeed, uses for the custom presidential videos are limited only by the imagination, Nolen said. "All I can say for sure is that Steve is so convincing some people often still aren’t sure if he’s the real thing or not 10 minutes into his live performances".