



**CONTACT: Debbie LaPlant Moseley, Executive Director**

**Youth on the Ridge Community Foundation**

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**[www.rediscovertheridge.org](http://www.rediscovertheridge.org) <https://www.facebook.com/rediscovertheridgeCA>**



*Using stylistic narrative videography and inventive community engagement, Youth on the Ridge Community Foundation, in collaboration with Gold Nugget Museum, Paradise Recreation and Park District and Paradise Ridge Chamber of Commerce invite visitors from near and far to discover the unique recreational opportunities, natural resources, culture, history & signature events available on the Paradise Ridge and learn about a location where the past is connected to the future through an unbridled spirit.*

*“As all who have recently visited know, something unique happens when you leave the Sacramento Valley and travel up the Paradise Ridge. There are new sights to be seen, fresh air to breathe, and a new perspective. There’s a community and a culture. The sounds of rebuilding and the excitement of a new chapter ring out on the Ridge: it’s the sound of a new, Pioneer Spirit claiming its home. Come see for yourself, Rediscover the Ridge, your adventure starts here.”*

**4/2021**

### **Video Distribution & Collaboration with Community Stakeholders**

- All Videos in the Rediscover the Ridge series will be produced and archived by Youth on the Ridge Community Foundation. The Rediscover the Ridge Launch Video is available to qualified Community Stakeholders for distribution on air or digitally for the promotion of events, businesses, or organizations. The video can also be repurposed for tourism purposes and regional outreach.
- Youth on the Ridge Community Foundation (YRCF) owns the rights to finished deliverables, with rights and ownership of all unedited footage remaining with the photographer, Jason Weinrich.
- YRCF will grant access to the video templates to qualified Community Stakeholders through a simple application process. Stakeholders may use the video in its original form on their websites or social media channels. The Rediscover the Ridge “Launch Video” is the 1<sup>st</sup> in a series to be produced 2021-2022. Subsequent Videos will also be available to Community Stakeholders, by application approval upon release. See attached Application and return via Email to – [debbie@rediscovertheridge.org](mailto:debbie@rediscovertheridge.org) or call 530/342-4896.
- There will be No Charge to the Community Stakeholder to access the Launch Video.
- If the Stakeholder wishes to edit or customize the video, approval must be granted by YRCF. Video edits will be performed by Jason Weinrich, contracted by Stakeholder, based on mutual agreement for the fees associated with customization. Please contact Jason at - [jason@watermedia.co](mailto:jason@watermedia.co).



**Video Distribution & Collaboration with Community Stakeholders  
APPLICATION for USE of “REDISCOVER the RIDGE” LAUNCH VIDEO**

Business / Organization Name:

Contact Name(s):

Business Address:

Business Phone:

Cell Phone:

Email Address:

Website:

Facebook:

In order to measure the success of the “Rediscover the Ridge” video series it is essential for Youth on the Ridge Community Foundation, along with collaborators Gold Nugget Museum, Paradise Recreation & Park District & Paradise Ridge Chamber of Commerce to track all sites that the Video is applied for public viewing.

Please list all Sites that you will be posting the Launch Video:

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I/We agree to the following: (please initial)

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Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Return Application and via Email to – [debbie@rediscovertheridge.org](mailto:debbie@rediscovertheridge.org) or call 530/342-4896.



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