

FOR IMMEDIATE RELEASE
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**PURE FLORIDA ANNOUNCES NEW VICE PRESIDENT OF DEVELOPMENT,
BARB FREDERICK**

NAPLES, Fla. – February 25, 2015 – Pure Florida has hired Barb Frederick as Vice President of Development for their Naples headquartered video production company, Pure Image Productions. In this role, Frederick will be working hands-on with a veteran film and TV crew. She will also focus on establishing new partnerships, networking and product development for the Naples’ elite production company, attracting visitors and investors outside of Southwest Florida to the Collier County area.

Frederick’s professional background expertise is in the entertainment industry, including production experience with series “Eco- Challenge” and “Survior” (for 8 seasons). Expanding her career into the talent side of the industry, her most recent position was as a Talent Agent at Innovative Artists from 2009 to 2014. She has also held the role as casting coordinator, working with nearly every network in the business and contributing to 9 Emmy nominated TV shows.

For more information about Pure Image Productions and their upcoming projects, visit www.pureimage.tv or call (239) 595-4012.

ABOUT PURE FLORIDA

Locally owned and operated by Captains Lance and Harry Julian, a father and son team, Pure Florida owns and manages local water attractions Pure Naples and Pure Fort Myers. They are also partners in Marine Team International and Pure Image Productions, both credited with award-winning feature films, documentaries, television and video productions. Pure Florida and all their companies summarize five generations of maritime connections, bringing passion and expertise to the Southwest Florida area and worldwide. Visit www.GoPureFL.com for more information.

ABOUT PURE IMAGE PRODUCTIONS

With offices located in Naples, Florida, Pure Image Productions was formed in 2014 by the founders of Marine Team International and Scoular Image and is a part of the Pure Florida brand. The award-winning company specializes in high-quality film, video and television production services for clients in both local and national markets. For more information about Pure Image Productions, call (239) 595-9512 or visit www.PureImage.tv.



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