

*****MEDIA RELEASE*****

For Immediate Release

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**“DONOVAN LIFE” A FIRST FOR REAL
ESTATE MARKETING**
*Viral video series already headed for TV
pilot*

(Vancouver) – In what’s believed to be a first for real estate marketing in North America, Cressey Development Group has sponsored and launched “Donovan Life,” a viral video series directed by local rising star Roger Evan Larry, and in conjunction with the up-coming sales for their latest downtown luxury condo project, Donovan.

“We’ve seen realtors using viral videos to show properties, but this is the first time a developer has ever partnered with a filmmaker to produce a fictional series about a lifestyle,” says Cameron McNeill of MAC Marketing Solutions, the sales agents for Donovan.

Video viral campaigns have become an increasingly important part of the entertainment and advertising world. A successful viral can reach hundreds of thousands of people in a very short amount of time through emails, blogs, and websites like YouTube – a kind of virtual word of mouth that many companies covet as part of their sales strategy.

“Collectively, we recognized the tremendous growth of the significance of on-line video for reaching people,” says Cressey Vice President Hani Lammam. “We wanted to create a high quality series that would represent the lifestyle we envision at Donovan and that would, of course, entertain people. We’re really happy with how it turned out, and we’re excited to release it.”

“Donovan Life” is a lifestyle comedy in the tradition of “Sex and the City”, “Will & Grace,” and “Friends”. It tells the story of Anya, a 20-something professional woman who seeks exile from her commitment-phobic boyfriend in her best gay friend Dougal’s luxurious new Yaletown apartment in the Donovan building. Over the course of the five webisodes, Anya tries to decide whether to go back to her boyfriend, or start her life anew by moving into Donovan.

““Donovan Life” is really a universal story about young urban professionals full of energy and ambition who are looking for a comfortable environment to enjoy the best the city has to offer,” says series Director Roger Evan

Larry.

Produced by Larry's film and TV production company, Relevision, "Donovan Life" stars Crystal Bubl , Matty Finochio, and Sebastian Spence. Larry's first feature film, the award-winning "Crossing", will be released in theatres across Canada in March, and also stars Bubl  and Spence.

"Though "Donovan Life" is a very different project from "Crossing", the sexual chemistry between Crystal and Sebastian is so steamy, I knew they would be perfect for this project," says Larry. "And Matty's comedic timing and energy makes him a must-see in the role of Dougal."

"As we were developing the concept, I got so excited about the script and the cast we're already in the process of turning "Donovan Life" the viral series into a TV pilot. We think it's a natural for a sitcom, " concludes Larry.

The first episode in the series will be released the morning of Wednesday February 7th on www.donovanlife.com. The remaining four episodes will be launched consecutively on Friday February 9th, Monday February 12th, Wednesday February 14th, with the finale on Friday February 16th.

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