



## **VISUAL EFFECTS SOCIETY ANNOUNCES LAUNCH OF NEW YORK SECTION**

**New York, April 25, 2011** – The Visual Effects Society (VES), which represents approximately 2500 visual effects artists and practitioners worldwide, is pleased to announce the formation of new Section in New York.

New York becomes the sixth VES Section – joining Australia, New Zealand, London, San Francisco and Vancouver as premiere centers of production with members working in all areas of entertainment from film, television, commercials, computer graphics, music videos, and games. Members participating in this Section are based in New York, New Jersey, and Connecticut. In order to qualify for official Section status, 50 regional VES members had to organize and petition the VES Board of Directors for recognition.

The New York Section will focus its short term goals on establishing member education and mentoring programs, organizing and hosting creative and technical panels, and expanding local membership in the region.

“With New York coming online, the VES has made a major leap in the depth of art and technique across all verticals of the industry worldwide,” says VES Chair, Jeffrey A. Okun.

At the first meeting of the New York VES Section, members elected the first Board of Managers with Sarah Dowland as Chair, Eric J. Robertson as Secretary/Treasurer, and members at large: Ivan Moran, Mark Russell, Lesley Robson-Foster, Mitchell Ferm, Jim Rider, David Bernkopf, and Aleksandar Djordjevic.

More information about the VES can be found at:

<http://www.visualeffectssociety.com>

### **About the VES**

VES is a professional, honorary society, dedicated to advancing the arts, sciences, and applications of visual effects and to upholding the highest uniform standards and procedures for the visual effects profession. VES is the entertainment industry's only official organization representing the extended community of visual effects practitioners including supervisors, artists, producers, technology developers, educators and studio executives. Its approximately 2500 global members contribute to all areas of entertainment from film, television and commercials to music videos, games and new media. VES strives to enrich and educate its members and the entertainment community at large through many domestic and international events, screenings and programs. Visual effects professionals constitute a vital creative force in content creation and are literally shaping the future of entertainment.

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