



NEWS

FOR IMMEDIATE RELEASE:

March 5, 2009

CONTACT:

April Klutenkamper
636-757-9330 (office)
314-488-5366 (cell)

Professional Production Artists Donate Talent to Benefit Youth In Need

Each year, Youth In Need serves more than 10,000 children, teens and families with residential homes, foster care case management, homeless street outreach, counseling and support groups, education and infant, child and family development at more than 25 sites, spanning 100 Missouri miles. This year marks the 35th year of Youth In Need at work in our community.

In these difficult economic times, when we are all encouraged to mobilize as volunteers, Youth In Need is pleased to announce that four talented professionals have joined forces to donate the skills and talent necessary to produce Youth In Need's first promotional video. Designed to help expand the agency's reputation in 2009 and beyond, the video will debut at Youth In Need's 22nd annual Celebration of Youth fundraiser on March 21, 2009, at the Ameristar Casino Resort Spa. Leading the effort are two St. Louisans, Diane Asyre and Scott Huegerich. They are collaborating with veteran screenwriter Richard Chapman and Los Angeles musician and composer Tor Hyams.

- **Diane Asyre** is a local communications consultant, specializing in business communications and is acting as producer for this program. She is a past recipient of the national award for creativity in human resources from the Society for Human Resource Management, numerous awards from the International Association of Business Communicators and other local organizations. **Scott Huegerich**, director and editor for the production, is a multiple Emmy-award winning media services professional and co-owner of Antidote, LLC, located in downtown St. Louis. Asyre and Huegerich have collaborated before and received Emmy awards for their work on the documentaries *The World's Greatest Fair* and *The Gateway Arch: A Reflection of America*.

- A veteran screenwriter and producer in film and television, **Richard Chapman** co-wrote the Golden Globe-nominated HBO original film *Live From Baghdad* and is currently producing *Shooting the Messengers*, a feature-length documentary about how war correspondents in Vietnam covered that conflict. Currently, Chapman is lecturing on screenwriting in Washington University's Film and Media Studies program. Chapman wrote the narrative for the program.

- **Tor Hyams** is a Los Angeles-based songwriter and music producer whose roster of artists includes Joan Osborne, Vivian Campbell, Billy Gibbons, Lou Rawls, Broadway star Rachel York, Lisa Loeb, Perry Farrell, Deborah Harry and more. Hyams has composed works for NBC, ABC, CBS, TBS, Showtime, The History Channel, USA, FX, Bravo, MTV, Sony and Paramount Television. Additionally, he has scored several feature films, including projects for Miramax, Artisan Entertainment, The Shooting Gallery and Fox Searchlight. Hyams' contribution will result in an original musical score for the production.

- MORE -

“The decision that these individuals made to volunteer their services to spark an interest in Youth In Need could not have come at a better time,” said Jim Braun, Youth In Need’s President and CEO. “Youth In Need offers much more than basic shelter, food and clothing. We work in many ways to ensure that each child coming to us will grow into a proud and productive member of our community. If we maintain the funds necessary to offer our services in this year of economic troubles, then we will have significantly succeeded.”

###

Youth In Need’s 2009 Celebration of Youth honors Paul and Gwen Middeke for their commitment and dedication to children and families in the community. More information about the honorees and event details are available at www.youthinneed.org.

Believing in the power of potential, Youth In Need’s mission is to provide nurturing environments and educational opportunities so children, youth, and families will find safety and hope, achieve their goals, and build a positive future. Youth In Need’s programs and services are funded, in part, by its 2009 Children’s Partners, including **Monsanto** as the exclusive Principal Partner. Visit www.youthinneed.org for a complete list of Youth In Need’s Champion, Guardian, Trustee and Patron Partners.