



Blue Truck Steers LEAP into Motion

FORT LAUDERDALE, FL (June 13, 2013) - Blue Truck Productions continues to steer companies' stories into motion with an introductory video for the LEAP Institute. The project is a perfect example of the power of video to reach audiences, communicate important information and personalize brand messaging.

The program brings the LEAP logo to life via animated graphics while bringing viewers face-to-face with the company's founder, Dr. Xavier Amador, a world-renowned psychiatrist. Amador talks on-screen about the LEAP communication method; Listen, Empathize, Agree, and Partner.

LEAP, which is at the heart of the company's education and training programs, was originally developed to teach families, health professionals and responders how to better help people with mental illness. Today, LEAP is used worldwide by couples, families and businesses to heal strained relationships and build strong partnerships.

The video, designed to reinforce the company's key message, will be prominently featured on company's website <http://www.leapinstitute.org>, YouTube channel and in other marketing efforts in order to gain additional online exposure while building brand awareness.

Blue Truck Media, Inc. is a Florida-based corporation, which specializes in the writing and creative development of original screenplays, television programming and books, and offers customized video production to corporations. For more information, visit www.bluetruck.tv.

For more insight into the power of video to communicate important messages, check out the Blue Blog at www.bluetrucktv.wordpress.com.

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