



MEDIA ADVISORY

FOR IMMEDIATE RELEASE:

September 21, 2016

CONTACT:

Rhett Butler, OCTFME, (202) 724-2070, rhett.butler@dc.gov

Sarah Kellogg, Pigmental Studios, (202) 277-8859, kelloogsarahm@gmail.com

Kaitlin Luna, Gallaudet University, (585) 507-1705, kaitlin.luna@gallaudet.edu

Bowser Administration to Celebrate the Opening of Pigmental Studios' New Animation Headquarters and Student Training Center at Gallaudet University

Ribbon-cutting Event is Part of the Mayor Muriel Bowser Presents: 202Creates Initiative

Washington, D.C. – On Friday, Sept. 23, the Deputy Mayor of Planning and Economic Development Brian Kenner and the DC Office of Cable Television, Film, Music and Entertainment Director Angie Gates will join Gallaudet University President Roberta J. Cordano and Pigmental Studios Co-founder and CEO Marina Martins at a ribbon-cutting ceremony officially marking the opening of Pigmental Studios' new DC Headquarters and Student Training Center on the campus of Gallaudet University.

Pigmental Studios produces animated creative and educational content for feature films, television, gaming, commercials, virtual reality, and online distribution. Pigmental animators have worked with animation industry heavyweights Disney, DreamWorks and Pixar on some of the most successful animated feature films in recent history.

The animation company announced its plans to establish its new headquarters on the Gallaudet Campus in May of 2015 relocating from Los Angeles, and supervised the renovation of Gallaudet's Appleby Building to serve as their District home base.

Pigmental will partner with Gallaudet University to create and deliver an academic program in animation design and programming for Gallaudet students, and has signed on to work with the District Government on the Creative Economy Career Access Program (CECAP), an innovative program that will provide L.E.A.P. Academy participants private sector trainee placements with local creative economy employers.



WHO: Deputy Mayor for Planning and Economic Development Brian Kenner
DC Office of Cable Television, Film, Music and Entertainment Director Angie Gates
Pigmental Studios Co-founder and CEO Marina Martins
Gallaudet University President Roberta J. Cordano
Gallaudet University Dean of the College of Arts and Sciences Genie Gertz

WHAT: A ribbon cutting to mark the opening of the Pigmental Studios DC Headquarters and Student Training Center at Gallaudet University. Guided tours of the studio will follow the program.

The event is part of the *Mayor Muriel Bowser Presents: 202Creates* initiative led by the DC Office of Cable Television, Film, Music and Entertainment (OCTFME) and the DC Commission on Arts and Humanities (CAH). The goal of *202Creates* is to engage District residents, creative innovators and businesses during the month of September, highlighting the contributions of the diverse and dynamic creative community in the District of Columbia.

WHEN: Friday, September 23, 2016
Program starts at 5:00 p.m.
Tours to follow.
Press check-in at 4:30 p.m.
American Sign Language (ASL)-English interpretation will be provided.

WHERE: Gallaudet University
Appleby Building
Corner of Florida Avenue and 6th Street NE
Washington, D.C. 20002

Closest Metro Station: NoMa-GallaudetU

Parking is available in the parking garage on 6th Street, north of Florida Avenue (B1 on the campus map).