

## Skywriter Communications

An organization  
established to pursue  
a vision...

...to create  
awareness,  
alliances,  
advocacy

Eric Huurre  
Producer/  
Creative Director/  
Business Developer

As a director and

Skywriter was conceived and is dedicated to nurturing enabling and enlightening communication initiatives that will help people improve themselves and their communities.

Founded in 1989, Skywriter is a Canadian owned and operated corporation based in Toronto, Ontario. The company functions as a facilitator of information through an integrated communications strategy formed in partnership with targeted marketers and media outlets.

Working from a core belief that we listen and learn best from people most like ourselves, Skywriter forms strategic alliances to underwrite and deliver information that showcases the human story on a number of levels. Its original and partnered projects emphasize strategies for effectively distributing information while maximizing a sponsor's presence and offering audiences information and interactivity. This holistic communications concept serves all stakeholders through the power of networking and amortization. The model has proven to offer exceptional economies of scale and significant outreach to targeted audiences.

Skywriter has conceived and directed award-winning television programs and videos on the environment, literacy, wellness, including the 13-part "*Assignment Adventure*" series and "*Journeys on the Information Frontier*" event television Special.

As a producer, Eric Huurre has been responsible for assembling and supervising national and international projects for clients and sponsors including Xerox Corporation, General Motors, Royal Bank, Canadian Broadcast Corporation, Children's Aid Foundation and numerous other blue chip organizations, agencies, associations and non-profits throughout North America and in Europe.

Eric brings thirty years of production, direction and project fund raising and management expertise to his position as the creative director and executive producer of Skywriter.

His commitment to producing positive-impact public

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Skywriter Communications Inc.

producer, Eric's films  
have launched  
Discovery Channel  
and Outdoor Life  
Network  
An advocate  
for youth,  
health issues and  
the environment

information programming and communication extends throughout his work as a production executive, creative and business developer.

Eric has created internationally recognized broadcast documentaries, television advertising and educational and learning materials for audiences across North America and world-wide. He has worked as a specialist for environmental, social issue and documentary programmers and producers including: Baton Broadcasting (ABC/CTV Wide World of Sports), Lauron Productions (Discovery Channel, National Geographic) TVOntario (*The Mini Movies*) among others before forming Skywriter Communications. Two international Clio Awards and numerous industry honors are among the recognition his work has attracted.

In addition to broadcast media, Eric is active in marketing and promoting awareness initiatives in partnership with youth educators and social issue interest groups. Currently, Skywriter has interactive media and advocacy initiatives on water, diet and health underway through its partner organization earthHeal Canada.

Eric is an advanced scuba diver, NSS certified cave diver and water enthusiast. He pursues his love of nature and respect for the environment with the same passion he exhibits in his media production work.

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