

NEWS

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LOU REDA PRODUCTIONS ASSEMBLES LARGEST PRIVATELY OWNED

VIETNAM ERA FILM COLLECTION IN US. In preparation for the 50th Anniversary of the Vietnam War, Lou Reda Productions has been salvaging & restoring Vietnam era film footage for the past decade. A portion of the collection was recently seen in the acclaimed National Geographic special *BROTHERS IN WAR* narrated by Charlie Sheen (Easton, PA – March 31, 2014)

Lou Reda Productions, an award-winning documentary film production company & archival footage preservation house, has spent the past decade locating & restoring Vietnam era films & home movies. "It's always been our goal to preserve the legacy of the men & women who served their country during the Vietnam War," explains Scott L. Reda, Managing Director. "By finding & preserving this footage, which is a visual testament to what the soldiers experienced, we are helping ensure their memories & stories will live on."

Lou Reda Productions began the search approximately ten years ago as part of their on-going efforts to locate & transfer home movie collections from all eras of US history. These personal 8mm films are cleaned, transferred to high-definition & housed as part of the Reda Archives, the company's full-service footage licensing division. "We hold approximately 15,000 hours of archival footage broken up into sub-library collections such as military, lifestyles, newsreels & personalities," says Adam Reda, Director of the Reda Archives. "Our military collection is by far our strongest, with footage spanning from the Spanish American War in 1898 to the recent wars in Iraq & Afghanistan."

Five years ago, Reda began discussing the upcoming fiftieth anniversary of the Vietnam War, which will take place in March 2015. Realizing the immense importance of the anniversary, & the renewed public interest it would spark, the company's researchers & archivists began intensifying their search for film footage related to the era. "We started seeking out local veterans groups, small underfunded museums, private individuals – anyone who might still have films," says Scott Reda. "And we found that many times people have the films, but not the equipment to view it. So we would offer to do the work of restoring & transferring the film in exchange for permission to keep a preservation copy in our library. Without our efforts, a lot of this footage would simply rot away in people's attics," says Adam Reda. "It's very satisfying to know that we are playing a part in preserving it & sharing it with the rest of the country."

A family-owned company, Lou Reda Productions is now in its third generation. Namesake Lou Reda, a World War II veteran who recently celebrated his 89th birthday, founded the company in 1978, shortly before serving as an executive producer for the CBS mini-series *The Blue & the Gray* (starring Gregory Peck as Abraham Lincoln). Reda's interest in history, coupled with his personal passion for the military, drove him to pursue a career producing top-quality military history documentaries.

Throughout the 1990s & early 2000s, Reda solidified its reputation by becoming a key content provider for the then-emerging History Channel. "At that time, there weren't many production companies producing those kinds of programs," says Lou Reda. "So we were able to help lead the way in developing the war documentary genre." In 2003, Lou's son, Scott L. Reda, joined the company as Managing Director. More recently, Scott's sons, Adam Reda & Marc Reda, followed in their father & grandfather's footsteps. While Adam assumed responsibility of managing, maintaining & growing the Reda Archives, his brother Marc came onboard as Creative Director, working to further develop military history films & more current unscripted programs.

A portion of the company's Vietnam film collection was featured in the company's recent production, **BROTHERS IN WAR**, which aired on the National Geographic Channel. The two-hour special recounts the harrowing combat experiences of the men of Charlie Company — one of the last American combat infantry companies to be drafted, trained & sent to fight together in Vietnam. It is fittingly narrated by Charlie Sheen, who rose to stardom after his 1986 performance as a Vietnam soldier in "Platoon".

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Lou Reda Productions: Lou Reda Productions is an internationally recognized producer of top-quality historic non-fiction programs. Over the past 30 years the company has produced more than 500 hours of programming for US & international television networks while garnering immense praise in the form of a People's Choice Award, a Peabody, eight Emmy nominations (including one win), five Cine Golden Eagles & nine Tellys. Among our most recent productions are the event television series *WWII in HD* (narrated by Gary Sinise) & *Vietnam in HD* (narrated by Michael C. Hall), produced for History.

In addition to Vietnam era footage, the Reda Archives also houses the largest privately owned collection of color WWII era film footage as well as a vast assortment of home movies from all decades. For more information, visit www.redafilms.com.