



Florida Film Production Coalition Inc.

Together We Can Make A Difference!
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FOR IMMEDIATE RELEASE: "The Ziff Brothers" Grand Sponsors of the FFPC
September 13, 2009

Welcoming the Newest Addition to the FFPC Sponsorship Family, the FFPC is excited to announce new Grand Sponsor for the FFPC Fund-raiser taking place on Saturday, October 3, 2009 at the Ice Palace Gardens in Downtown Miami. University of Miami students and brothers, Adam Ziff, 20, and Matthew Ziff, 18, are both seasoned actors and models having appeared in feature films such as "Searching For Bobby D," "Little Kings," television shows such as "Late Night with David Letterman", "The Tonight Show with Conan O'Brian" and "Burn Notice", as well as numerous commercials including Hertz and FedEx.

Furthermore, they have graced hundreds of magazine covers and toy boxes in their careers. Both, Adam and Matthew are members of the Screen Actors Guild, AFTRA, and GIAA. Adam and Matthew, born and raised in New Jersey, are excited to live in Southern Florida, and be part of the Florida Film and Entertainment Community.

Well-rounded young men, they are as involved with college at the "U" as they are with sports (both are second Degree Black Belts in Tae Kwon Do) and charity such as cancer research. Adam has developed a premium footwear and apparel company, Sic Kicks, Inc., which debuts in the summer of 2010. Adam holds his Private Pilot's license and Matthew captains the family boat.

They are passionate about Florida's potential to become a premiere area for film and television production. Matthew Ziff explained, "We would love to see filming increase in Florida not only to help the entertainment industry, but to bring much needed jobs and prestige to Florida in this tough economy. The benefits of filming in this state are far reaching!" Adam Ziff continues, "For example, the hospitality industry, with its hotels, food and beverage services would benefit greatly with jobs and income from filming in Florida ...and that is just the tip of the iceberg! Think of how many new jobs can open up as work increases here!" The FFPC welcomes Adam and Matthew Ziff, and looks forward to their invaluable contribution to the FFPC as well as the Florida Film & Entertainment Community.

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The FFPC is a not-for-profit coalition of companies and individuals who are active in the state's Film and Entertainment Industries. We are a grass roots movement, founded in August 2008, to unite our industry and create a strong voice in support of much needed economic incentives to attract filming to the State of Florida.

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