

CHAMBER HEROES



Video Production Executive Helps Jessica June Children's Cancer Foundation

Ed Ethridge, President, Ed Ethridge Productions
www.ethridgeproductions.com

What would you do if you were told your child has cancer? That question stopped Ed Ethridge cold.

For Ethridge, the father of two sons and President of Ed Ethridge Productions – a Fort Lauderdale-based video production and public relations company – the thought of that awful situation inspired him to help the Jessica June Children's Cancer Foundation (JJCCF), a non-profit that assists families in financial crisis helping their children survive cancer.

The fifth-generation South Floridian volunteered to help JJCCF by producing a branding video that will be used to raise funds and awareness at events, via social media, email campaigns and on their website.

"When you see what these children and families are going through, how desperate their lives become, you have to do something to help," said Ethridge. "One of the core tenets of our business is making a difference in our community. If there's something we can do to make this a better place, we will."

The video includes interviews with cancer patients, their families, doctors, volunteers and social workers.

"Soon after Ed met us and learned about our mission, he was driven to contribute his talented resources," said Sandra Muvdi, president and founder of JJCCF. "He has given the Foundation an invaluable and lasting gift, our own branding video."

Cara Dennis (pictured above), a child assisted by JJCCF and a six-year-old survivor of Neuroblastoma, appears in the video, which will premiere at the "Walk In My Shoes" luncheon benefiting JJCCF aboard ms. Eurodam on Saturday, November 17. Purchase tickets at www.JJCCF.org or call 954-712-6322.

THE WASIE FOUNDATION

A Philanthropic Legacy

"Chamber Heroes" is made possible through the support of The Wasie Foundation (www.wasie.org). Since its inception, The Wasie Foundation has distributed millions of dollars in grants to publicly supported charities focused on healthcare and education, and has been recognized as an "Outstanding Philanthropic Foundation" by the Association of Fundraising Professionals (AFP).