



COUNTY OF LAKE

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FOR IMMEDIATE RELEASE

January 18, 2008

LAKE COUNTY LOCATION SELECTED FOR FILMING SEGMENT OF THE OPRAH WINFREY SHOW

LAKE COUNTY, CA – The Lake County Marketing and Economic Development Program is pleased to announce Harpo Productions selected a Lake County location for a segment of The Oprah Winfrey Show.

The segment was filmed on location at Brassfield Estate in High Valley in mid-January. The one-day shoot included a sweeping aerial shot with panoramic views of hillsides. Dozens of children from East Lake Elementary School in Clearlake Oaks participated in the production, as well as children from three schools in the Sacramento area: Michael J. Castori Elementary School, Northwood Elementary School, and Hagginwood Elementary School.

The segment is scheduled to be part of a tribute to Dr. Martin Luther King Jr., slated to air on The Oprah Winfrey Show on Monday, January 21, 2008, on stations KCRA-3 Sacramento at 4:00 p.m. and KGO-7 San Francisco at 4:00 p.m.

“We are extremely honored that Harpo Productions chose a location in Lake County to film a segment of The Oprah Winfrey Show,” said Kelly Cox, County of Lake’s Chief Administrative Officer. “We have been working diligently to make something like this happen here.”

“It’s been a really exciting project, and we’ve had tremendous support from the community,” said Debra Sommerfield, the County’s Deputy Administrative Officer for Economic Development. “The team at Brassfield Estate has been so gracious and so willing to work to make this happen. The principal, teachers, and staff at East Lake School, the school district, and the Lake County Office of Education all have been extremely supportive, even working through the holidays to coordinate many of the logistics.”

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Members of the Lake County Marketing and Economic Development Program worked with a location scout and the production team at Harpo Productions to suggest potential locations in Lake County for the segment. As part of its ongoing economic development efforts, the Lake County Marketing and Economic Development Program has been reaching out to the motion picture and television industry in an effort to attract film and TV production to the area as a means of showcasing the beauty of Lake County and to foster the economic vitality that often comes with movie and television production.

“It is so rewarding to see a community pull together and to see the community pride that comes from being part of a project like this,” Sommerfield said.

For any questions about the segment production, please contact the Lake County Marketing and Economic Development Program, a division of the County of Lake Administrative Office, at (707) 263-2580.

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