

CONTEMPLATIVE, BALANCED, SUSTAINABLE

Best in Environmentally Conscious Programming - USA

Blue Water Entertainment is a world-renowned production house focusing on environmentally conscious entertainment licensing content to terrestrial, cable, satellite, and video-on-demand networks, including: CNBC, APT, PBS, NHK, Arte France, Arte Germany, RT, Netflix, Gaim TV, Hulu, I-tunes, Google Play, and Amazon, to name a few.



Company: Blue Water Entertainment, Inc.
Name: Greg Reitman
Email: greg@bluewatercompany.com
Web Address: www.bluewatercompany.com
Address: 3400 Airport Avenue, Ste 75, Santa Monica, CA 90405
Telephone: 001 310-234-2583

Blue Water Entertainment's overall mission is to tell cinematically compelling, environmentally aware, and empowering stories that make a difference. This core objective is a continuation of director Greg Reitman's own personal intention: to choose entertainment forms that are intentional and sustainable.

As such, Blue Water offers its customers the full and complete service of a production house dedicated to safe and environmentally sound live event production, as well as sit-down interviews, red carpet events, and branding videos.

As Greg Reitman describes it, "the company's success relies on working with like-minded folks that align with a principled understanding in living a healthy, sustainable lifestyle."

This focus on a reflective and balanced working culture leads Reitman to suggest meditation as an effective business practice. "We believe that Transcendental Meditation or any type of meditation keeps the mind sharp. We recommend meditation twice a day to our peers and staff. In addition, we maintain that eating healthy organic food always provides good nourishment to the body, which makes for happy employees."

Of course, it is important for Blue Water to differentiate themselves as a more health-focussed choice within their wider market. The entertainment industry in the USA, as Reitman regales, continues to be an overcrowded, saturated marketplace. With cameras being available on the market at less than \$5,000, and decent editing software even cheaper, it is now more accessible to produce content than ever before, which can provide a challenge to any production company looking to assert themselves as a major new presence. However, Blue Water stand to gain from their exposure to the latest in technological trends. Dramatic advances in VR and other immersion technologies have changed the landscape even more in the

last couple of years, and Blue Water is now looking at VR and producing VR in the space as a new, exciting direction in which to venture.

In addition, Blue Water Entertainment continues to work with top-tier leading technologies companies from HD, 4K 360 cameras, to editing software and visual effects and animation applications.

"We're looking forward to our theatrical release this December to qualify for the 2017 Oscars. We're also in the process of developing a slate of motion pictures that are environmentally & conscious related."

Reitman concludes, "any time you are acknowledged for the work you do, it always feels good. The secret behind our success is in always picking great collaborators, especially like-minded individuals who have a meditation practice and eat healthy organic foods."

