



# 2021 FATHER'S DAY SPOT

*"The Gift of the Wild"*

A wide-angle landscape photograph featuring a calm lake in the foreground, a dense forest of evergreen trees in the middle ground, and a range of rugged mountains in the background. The sky is a pale, clear blue. The word "STORY" is centered in the middle of the image in a white, serif, all-caps font.

# STORY

A young woman and her father are hiking through a lush forest. They are both wearing large backpacks and are seen from behind as they walk along a dirt path. The forest is filled with tall trees and a dense carpet of moss and ferns on the ground. Sunlight filters through the trees, creating a dappled light effect. The woman's backpack is blue and pink, while the man's is green and blue. They are both wearing shorts and hiking boots.

A young woman remembers  
her first backpacking trip  
with Dad...









...while she takes her son  
on his.







A wide-angle landscape photograph featuring a calm lake in the foreground, a dense forest of evergreen trees in the middle ground, and a range of rugged mountains in the background. The sky is a pale, clear blue. The text 'TONE & THEME' is centered in a white, serif font.

# TONE & THEME



**The piece feels wistful and contemplative yet filled with a sense of glee, adventure and wonder. It explores themes of teaching your children well and gratitude for the outdoors.**

**Audiences will be moved by the transformation that takes place on screen, as they watch a young girl grow up to be a mother and pass on a family tradition.**



DIRECTOR'S STATEMENT  
& BIO

My father taught me everything I know about being outside. Through countless hiking, camping, backpacking, skiing and snowboarding trips, he instilled in me a deep reverence for nature's majesty.

And growing up, my mom worked as an Outdoor Education Coordinator at REI. I remember the wonder with which I would roam the floor in awe of all the cool products that could equip one to brave the elements and seek out new adventures.

I think these experiences formed an important appreciation for the precious planet we call home. And I believe REI offers a way in for folks to know intimately the beauty of Mother Earth.

*The Gift of the Wild* is a thank you letter to my parents. And by bringing audiences along our heroine's journey of wonder and glee, I hope to share my love of the outdoors and cultivate an excitement for families to be outside together.



Andrew is a Los Angeles-based filmmaker.  
A long-time producer, he recently turned  
to directing, debuting his commercial work  
with an homage to his life-long passion for  
REI products and his native Pacific Northwest.

A wide-angle landscape photograph featuring a calm lake in the foreground, a dense forest of evergreen trees in the middle ground, and a range of rugged mountains in the background. The sky is a pale, clear blue. The text "THE CAST" is centered horizontally and vertically in a white, serif font.

# THE CAST



**Amaya Reinbold**



**Julian Reinbold**



**David Jofre**

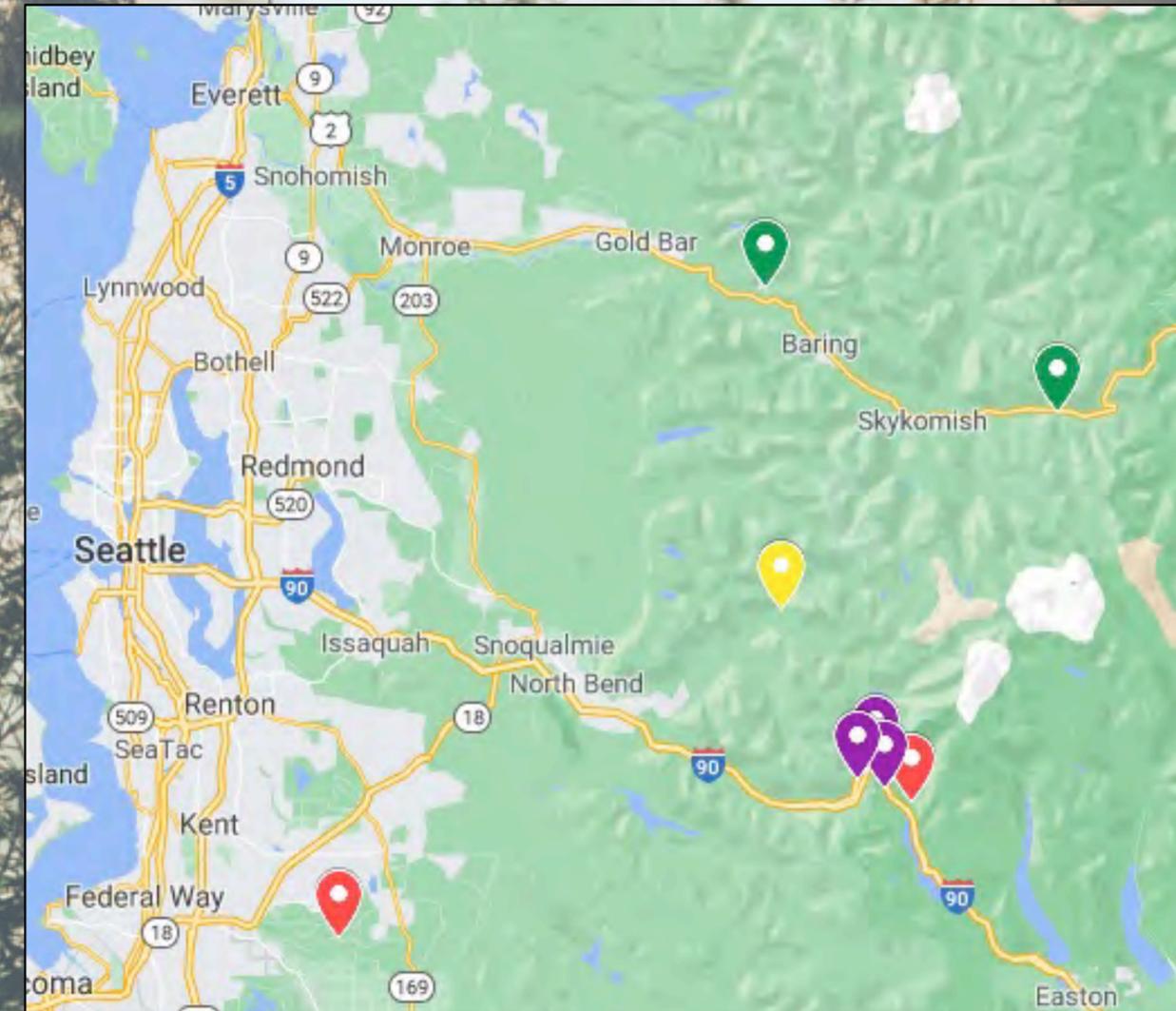


**Madison Oliver**



# SET PHOTOS

Shot on location in the Central Cascades: Deception Falls, Mt. Index, the Garfield Ledges, and the Snoqualmie Pass.















TEPADEK  
EVIDENCE CAMERAS  
323-347-4277(BC)  
BOAT 1000

ORION  
65MM  
T2  
EVIDENCE

ARRI  
K2.0006347  
MAP-2











We look forward to  
presenting the film.

A scenic landscape featuring a calm lake in the foreground, a dense forest of evergreen trees in the middle ground, and a range of rugged mountains in the background under a clear sky. The scene is bathed in a soft, natural light, suggesting a peaceful outdoor setting.

Thank You.

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