

PRESS RELEASE
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Mothership Creative Teams up with California Health & Longevity Institute and Farmers Insurance

Newbury Park, California (October 12, 2011) – Southern California based creative agency, Mothership Creative, has been tasked to produce a series of health and wellness videos in collaboration with the experts at California Health & Longevity Institute at the Four Seasons Hotel Westlake Village and Farmers Insurance.

Farmers Insurance is sponsoring the video series as part of an ongoing initiative meant to bolster the health and wellness of their employees. The series demonstrates Farmers' commitment to the well being of their employee base, and will be offered up via internal website with the aim of educating employees on ways to live a healthier lifestyle.

The series of wellness videos are inspired by the five pillars of California Health & Longevity Institute: Medical, Nutrition, Fitness, Life Balance, and Spa.

"Health fads come and go," says John Mulhall, President and CEO of Mothership Creative, "but what people need is good, reliable information that helps them stay healthy in the real world." Included in the first phase of production is a series of "Grocery Store Tours," which offer advice for healthy shopping in each aisle of the store, a series of "Healthy Dining Out" videos, several "Fitness for Travelers" segments which offer tips and tricks about keeping fit on the road, and a segment about "Healthy Dining at Home" shot in the professional kitchen at California Health & Longevity Institute.

The Institute, which will offer the videos to their own clientele, hopes that viewers will gain education, tools, and strategies to achieve and sustain change and experience a 360-degree approach to health and well-being.

Mothership Creative is an independent creative agency, providing creative consulting, brand development, design, and production services.