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## MR. WONDERFUL AND NORTHERN LIGHTS CREATE AN IMMERSIVE MEDIA WALL FOR ANNUAL ROBIN HOOD FOUNDATION BENEFIT

NEW YORK, NY – Design house **Mr. Wonderful** teamed up with new media boutique **Northern Lights** to design, animate and edit the video portion of the **Robin Hood Foundation** Benefit Gala, one of the city's largest benefits of the year.

On Monday, May 10<sup>th</sup>, guests at the Javits Center were greeted by a virtual “city” of fractional scale representations of New York City buildings which doubled as huge multimedia canvasses, featuring interactive films of Robin Hood's services. The films were designed and animated by Mr. Wonderful in collaboration with Northern Lights.

“The idea was to make guests feel like an integral part of the Robin Hood Foundation, at the center of everything they do,” said **Damien Henderson**, Mr. Wonderful Executive Producer.

The Robin Hood gala has become one of New York's largest philanthropic events with its huge annual tally and donor list. This year's event smashed records, raising a whopping \$87 million. Attendees included host **Brian Williams**, musical guest **Stevie Wonder**, special guest **Jimmy Fallon** with a surprise performance by **Sting**. Industry moguls **Jamie Dimon** of Chase and Google's CEO, **Eric Schmidt**, were also on-hand.

NORTHERN LIGHTS  
[www.nledit.com](http://www.nledit.com)

Northern lights is a boutique that edits, finishes, mixes, designs and creates visual effects for commercials, TV shows, Webisodes and movies. We're staffed by 25 talented editors and artists. Since launching in 1995, we've found innovative ways to tell stories and interpret footage. Our work includes commercial campaigns for Continental Airlines, General Mills cereals and US Bank. Promos for “Burn Notice”, “White Collar” and others that have made USA the nation's number one cable network. And Emmy winning audio work for The History Channel. As well as award winning short and feature films. As a result, we're always growing. In fact, the Inc. 500 named us one of the fastest growing private companies in the U.S.

MR. WONDERFUL  
[www.mrwonderful.tv](http://www.mrwonderful.tv)

Mr. Wonderful is an award winning motion graphics shop specializing in design, production and animation. Launched in 2005, they most recently completed the show open for “The Colbert Report” on Comedy Central, and the 2010 season launch of IRL on Versus.

ROBIN HOOD FOUNDATION

[www.robinhood.org](http://www.robinhood.org)

Robin Hood holds steadfast to a single mission: fight poverty in New York City. Robin Hood is changing the fates and saving the lives of our neighbors in need by applying investment principles to charitable giving. We find, fund and create the most effective programs and schools serving families in New York City's poorest neighborhoods. To ensure that every dollar is invested wisely, we rigorously assess each program using independent, third-party evaluators to hold each program accountable. Because Robin Hood's board of directors pays all administrative, fundraising and evaluation costs, 100 percent of donations go directly to organizations helping impoverished New Yorkers build better lives.

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