



HALF YARD PRODUCTIONS GROWTH CONTINUES WITH EXPANDED OPERATIONS ROLES

BETHESDA, MD – March 11, 2015 – Leading nonfiction production company Half Yard Productions announced new senior appointments today that reflect the company's steady growth over the past five years. Co-owner and executive producer Abby Greensfelder announced the promotions to staff today with the new roles effective immediately.

Janice Mezzetti has been elevated to VP of Production and Operations, overseeing production management, post production, business affairs and operations for the New York and Bethesda, MD offices. Mezzetti has been with Half Yard Productions since 2010.

Cameron Young has been upped to Director of Post Production and Technical Operations, where he will oversee day-to-day running of the post operations, graphics department and IT operations, based in the company's Bethesda, MD office. Young was previously at National Geographic Channels before joining Half Yard Productions.

Deniz Bicioglu has been appointed to the newly created role of Head of Production for Half Yard Production's Bethesda, MD office, where she will manage all the Bethesda PM's and budgeting processes. Prior to Half Yard, Bicioglu was the Senior Manager at Brainbox Talent. Since joining Half Yard she has managed some of their biggest hits, including *Hillbilly Handfishin'* and *Diggers*.

Deniz will work alongside Nikki Cruz, who is Head of Production for the company's New York office, overseeing all New York PM's and managing the New York office.

Young, Bicioglu and Cruz will all report to Janice Mezzetti.

"We have seen tremendous company growth over the past few years and we are thrilled to be creating such a solid and experienced senior team to lead Half Yard into it's next phase," said Abby Greensfelder, co-owner of Half Yard Productions.

Half Yard Productions is an award-winning entertainment development and production company with offices in New York and Bethesda, MD. From character-driven reality series and documentary narratives to historical specials, Half Yard Productions delivers high-quality programs on a diverse array of subjects. Half Yard Productions is part of the Red Arrow Entertainment Group, to learn more visit www.halfyardproductions.com.

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