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FOR IMMEDIATE RELEASE

## **Edge Studio Benefits Blind/Dyslexic Through Social Media** **The voice-over production and training group** **raises money and awareness for *Recording for the Blind and Dyslexic*.**

When it comes to cooperation, what better match than between an organization full of professional readers, and those with reading disabilities who listen to professional readers.

That explains why, on December 20<sup>th</sup>, Edge Studio will launch a charitable venture to benefit Recording for the Blind and Dyslexic (RFB&D), an organization that works with leading publishers and technology innovators for individuals with visual and learning disabilities.

David Goldberg, Owner and Director of Edge Studio, a voice-over audio production and training company, said, "RFB&D refers readers to us for training because their listeners prefer natural-style deliveries. So this is our opportunity to give back."

Edge Studio will donate \$1 to RFB&D each time a unique visitor clicks the "Like" link on Edge Studio's Facebook fan page between December 20 and January 4<sup>th</sup>. Edge Studio's Twitter and LinkedIn pages, as well as various Internet user groups, including Google, and Yahoo user groups, will include links to the Edge Studio fan page.

(See URLs below)

The goal is to simultaneously raise money and awareness for RFB&D, while launching Edge Studio into the realm of social media.

In addition to helping a good cause, being actively involved in social media will make Edge Studio even more helpful to budding and veteran voice talent, and to anyone else in the entertainment/Radio/TV industries involved with voice recording. Daily posts and Tweets will give suggestions, share information, and refer visitors to EdgeStudio.com website for its generous supply of other tools and free information.

(MORE)

“Not only will our launch into Social Media broaden our reach to help more voice actors, but it will also help a cause we strongly believe in.” Mr. Goldberg said. “They want to hear readers, and we like to read! So supporting RFB&D is to everyone's benefit!”

URLS:

Edge Studio

(<http://www.edgestudio.com/>)

(<http://www.facebook.com/home.php#!/pages/Edge-Studio-Voice-Over-Industry-Center/170306269655118> )

(<http://twitter.com/EdgeStudio>)

(<http://www.linkedin.com/in/edgestudio>)

Recording for the Blind and Dyslexic

<http://www.rfbd.org>

About Edge Studio

A leading authority in the voice-over industry since 1988, Edge Studio specializes in the production of voice recordings, and the training of new and established voice actors, narrators and other spoken-word performers. Edge Studio facilities have produced or recorded more than 13,000 voiceover projects, spanning all genres.

Production services include genre-specific expertise in production, casting, translation, project guidance and management, recording, editing, music, sound design, and answering any voice-related question.

Training services includes candid aptitude assessment, career guidance, voice-over coaching, demo recording and business/marketing skills. Advanced students and established professionals also receive individual training from coaches who are also respected performers recognized within the voice-over industry.

Edge Studio has facilities in New York City, Connecticut, Washington D.C., and Los Angeles, and regularly produces and trains remotely via telephone, ISDN, the Internet, Skype, and other technologies.

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For more information, or to schedule an interview with David Goldberg, please call Vanessa Richardson at 888-321-EDGE (3343), or email [vanessa@edgestudio.com](mailto:vanessa@edgestudio.com)