



Bishop Verot senior Dayna Hurson produces video for East and Greenwell

Earns money to attend video study program in California

ESTERO, Fla. (March 1, 2017) – Bishop Verot senior Dayna Hurson has produced a video for East and Greenwell Insurance Agency to help defray the cost to attend an upcoming student videography study program at Student Television Network in Anaheim, CA. The nine students in Kelly Metevia’s Digital Video 3 class at Bishop Verot High School will get a dream opportunity to join peers from around the world to immerse themselves for five days in video production. Attendees will develop concepts, film, and edit videos for movie trailers, short films, news programs, and music videos.

The 17-year old high school senior will graduate spring 2017 and is already setting her sights on video production as a possible career choice. “Videos are the newest marketing tool available to businesses,” said Dayna Hurson. “They are fast becoming an important marketing option as they can personalize a company and its people in ways that still images just can’t convey.”

Jeff East and Kevin Greenwell jumped at the opportunity to enlist Hurson to create a firm video that presents the more personal side of their business to the community. Hurson’s video is viewable at <http://eastandgreenwell.com/what-we-are-all-about/>

“We’ve been in the community for years and love helping our area youth,” said Jeff East. “We were very impressed by the quality and professionalism Dayna exhibited throughout the process and couldn’t be happier with the end result.”

East and Greenwell Insurance Agency was formed by Jeff East and Kevin Greenwell to offer personalized insurance services to residents of Estero, Bonita Springs, Fort Myers, Cape Coral, Naples, and the islands. It offers a broad range of insurance coverages for property (homeowners, condo and renters), auto, flood, boat, umbrella, and life. Offices are located next to Miromar Outlets at 20321 Grande Oak Shoppes Blvd., Suite 308, Estero, FL 33928 and across from Mercato at 841 Vanderbilt Beach Road, Naples, FL 34108. For more information, call 239.672.4304 or visit www.EastandGreenwell.com.

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