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*Armstrong Associates' Live Media Specialist Wins Best Screenplay  
at Austin Film Festival*

Santa Rosa, CA—(November, 2009)— John Harden, Armstrong Associates' live media specialist, designer and independent filmmaker, was awarded the grand prize in the Science Fiction category at the 2009 Austin Film Festival's prestigious screenwriter's competition.

The winning screenplay, *The Sensitivity Program*, was co-authored by Harden and his writing partner, Skot Christopherson of San Francisco. The feature screenplay updates the "women-in-prison" film genre with a futuristic, gender-bending twist, and was praised by competition judges for its unique and original premise.

Harden and Christopherson's work survived four rounds of eliminations and joins a group of six winners from the approximately 4,000 screenplays submitted to the competition this year.

The competition winners were announced on October 24, 2009 at a sold-out awards luncheon honoring all AFF award recipients including Academy Award® winning director Ron Howard and writers Steve Zaillian (*Schindler's List*) and Mitchell Hurwitz (*Arrested Development*). Now in its sixteenth year, the Austin Film Festival and Writer's Conference ran from October 21 – 29, 2009.

John Harden is a longtime resident of Sonoma County. His award-winning short films have played at film festivals the world over and aired nationally on the PBS network. In March 2009 he was the recipient of a \$5000 cash Artist Award from the Arts Council of Sonoma County.

Armstrong Associates is the creative force behind brand development for many companies including Beam Global Spirits & Wine, Quattrocchi Kwok Architecture, Redwood Empire Food Bank, Hilmar Ingredients, Hybrinetics/Voltage Valet, SupHerb Farms and M. A. Silva Corks.

To contact Harden or learn more about Armstrong Associates visit

[www.ArmstrongCreates.com](http://www.ArmstrongCreates.com).

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