



**PRODUCTION  
DESIGN  
ASSOCIATES™**

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FOR IMMEDIATE RELEASE

**THE NATIONAL POLITICAL SPOTLIGHT SHINES  
ON CHARLESTON PRODUCTION COMPANY**

CNN hires Charleston-based PDA (Production Design Associates)  
to provide production services for upcoming presidential debate.

CNN and YouTube made history with their July 23 user-driven democratic presidential debate at the Citadel. Under PDA's bright lights, the candidates fielded America's questions. Republicans will have their equal time November 28 in St. Petersburg, Florida, and PDA will be there once again doing what it does best.

So why would CNN, with its wide-reaching media and production resources, call on Charleston's PDA for production gear and management?

"After looking at our resume, they saw that we have valuable experience with large-scale, high-profile events," said Keith Thornhill, PDA's Senior Project Manager and point-person for PDA's political events.

To ready the Citadel's McAlister Field House for the first CNN/YouTube debate, PDA transformed it after five 10-hour days with 40,000 pounds of lighting equipment, 600 feet of truss and a large video screen that displayed compelling YouTube questions.

Plans for the November 28 debate started almost immediately following the Charleston debate. "Our team worked well with theirs, and they knew we would provide quality equipment and project management for this and future events," said Thornhill.

"I consider it a great honor to be involved in the political process that shapes our nation," says Jeff Nickles, PDA President. "This is a great way for us to demonstrate our depth and scope of services to the world."

PDA is a leader in providing lighting, sound, video, staging, sets, trained technicians and anything else that a client may need for an event or installation. Founded in 1991, locally owned and operated, PDA has an impressive list of clientele including – The White House (with over 75 shows throughout the country), The G8 Summit, CNN, BMW, Vought/Global Aeronautica, Spoleto Festival USA, Senators John Kerry and John McCain, the Ravenel Bridge Gala, Embassy Suites Hotels, LPGA, and many more. Visit [www.pdastage.com](http://www.pdastage.com) for more information.

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If you'd like more information about this, or to schedule an interview with Nicole Garrigan, please call 843/554-3466 or email Nicole at [nicole@pdastage.com](mailto:nicole@pdastage.com).