

The Mercadantes direct Chevy ad featuring gay couples and adoptive families

Ad is the first to feature gay couples during an Olympic broadcast

NEW YORK, NY, February 10, 2014 - Chevrolet and ad agency Commonwealth partnered with Epoch Films to produce the new TV ad "The New Us" featuring the Chevy Traverse. Directed by Daniel Mercadante and Katina Hubbard of the directing team The Mercadantes, the ad features gay, lesbian, mixed race, single-parent and adoptive families, and was shot in San Francisco. The Mercadantes found real families to work with in order to give the ad an authentic look and feel.

"The New US" began airing February 6th, 2014, during the Winter Olympic Games. It's also on Chevrolet's YouTube channel at http://youtu.be/ks-SgE_waSo

ABOUT THE MERCADANTES

The Mercadantes are the directorial duo Daniel Mercadante and Katina Hubbard. Their work evokes an artful authenticity that stems from their prolific production approach, and the energy and commitment poured into each project. Daniel was a founding member of directorial collective Everyone, and Katina has been his creative and producing partner since 2011.

ABOUT EPOCH FILMS

Epoch Films is a twenty five-year-old production company based in New York, Los Angeles and London. We work with a talented group of directors and collaborators to make great things. Our long term success is rooted in a single belief: we inspire talented people to realize their greatest creative potential and to communicate their vision. This is accomplished by striving for the highest caliber of work, approaching projects with innovative problem solving and respecting our audiences. We produce films for all forms of media, including commercials, music videos, web content and feature films. Take a look and see for yourself at www.epochfilms.com.

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