



"Restore" for The Salvation Army

## John Swihart Scores Salvation Army's "Restore" for Visual Music

*Emotional Videos Leave Not A Dry Eye In the House*

**HOLLYWOOD** --(SPW)-- John Swihart has created a sensitive piano score for The Salvation Army's latest "Restore" project produced by Visual Music's creative director Tom Seufert. In the videos, children of former addicts tell how their parents broke the bonds of addiction and came back home to be loving mothers

and fathers. The project was created by art director Dan Case and copywriter Tara Kirk with The Richards Group. Agency producer was David Rucker and creative directors were Todd McArtor and Danny Bryan. The director was Brendan Hearne and co-produced by Radical Media (exec producer Donna Portaro) and Whooden (exec producer Garen Barsegian).

The project continues Swihart's compelling work of the last 8 years for The Richards Group client The Salvation Army. The 1:17 and 2 minute online videos are the definition of emotional storytelling: boys and girls discuss in their own words what their life was like with their parents before and after they became involved in The Salvation Army. Various children state, "Since he came out of Salvation Army he's different...happy...reliable...honest...now I can count on him. I'm proud of my dad because he's there for me now. Once you do something you can't change. That's what everybody was telling me. But she did change and proved them wrong."

John Swihart's distinctive style can be heard in over 40 films, including Napoleon Dynamite and numerous TV shows including How I Met Your Mother. He's worked with Visual Music and The Richards Group for 11 years on campaigns including The Home Depot, Farmers Insurance, The Mayo Clinic, MD Anderson and COMPUSA.

### **About Visual Music**

Visual Music is a boutique music house with an elite roster of world-class composers, emerging artists and hit songwriters. Its relentless focus is to deliver extraordinary music via creative collaboration between its roster artists and clients.

Recent Visual Music clients include Disney (with the viral hit "Unforgettable Stories" with 12 million+ online views), BMW, Red Bull, AT&T ("Daybreak," a 2013 Cannes Silver Lion winner), iRobot and Hard Rock Hotel. For more information please go to <http://visualmusicartists.com>



**SPW Video Credits:**

Agency: **The Richards Group**

The project was created by art director Dan Case and copywriter Tara KirkProduction. Agency producer was David Rucker and creative directors were Todd McArtor and Danny Bryan.

Production: **RadicalMedia and Whooden**

The director was Brendan Hearne and project was co-produced by **RadicalMedia's** exec producer Donna Portaro and **Whooden** exec producer Garen Barsegian.

Music House: **Visual Music**

Composer: John Swihart, Creative Director: Tom Seufert

**Contact:**

Tom Seufert

*Creative Director*

Visual Music

[Contact Tom via email](#)