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A new PSA created for the ALS Society of Canada, ALS is also known as Lou Gehrig's disease, by Lowe Roche Toronto. Title: Head and Shoulders Client: ALS Society of Canada Creative Agency: Lowe Roche, Toronto VP/Creative Director: Christina Yu Chief Creative Officer: Geoffrey Roche Copywriter: Rob Sturch Art Director: Ryan McNeil Agency Producer: Brie Gowans Business Director: Amanda Gaspard Production Company: Untitled Films, Toronto Director: John Mastromonaco Executive Producer: James Davis Producer: Tom Evelyn Director of Photography: John Houtman Post Production: Rooster, Toronto Editor: Richard Unruh Executive Producer: Melissa Kahn On-line Editor: Ernie Mordak, Rooster Colorist: Gary Chuntz, Notch, Toronto Sound Design: Chris Tait, Pirate, Toronto

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