

CREATING THE ERIE CANAL

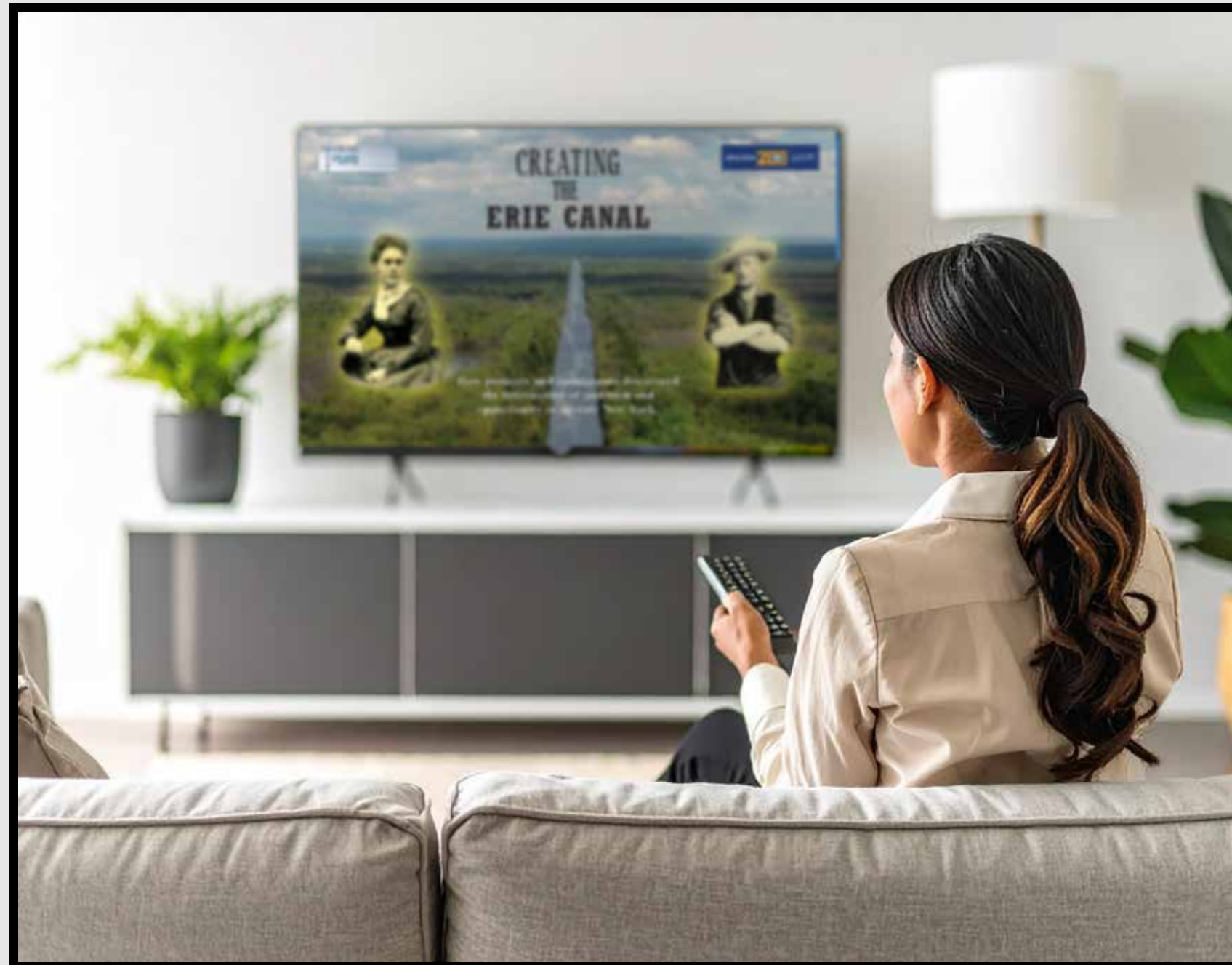


How pioneers and immigrants discovered the
intersection of ambition and opportunity in upstate
New York.

A THIRD WAVE FILMS PRODUCTION
WRITTEN/PRODUCED/DIRECTED BY
TOM GARBER

**A Movie Premiering on PBS
That Aligns With the Values
and Mission of Micron**

**Just like the builders of the Erie
Canal 200 years ago, Micron is
driving next-generation
advancements.**



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We are seeking to partner with Micron on a project that celebrates your expansion in Clay, New York and the most impactful achievement in early American history that took place a few miles from Clay, the building of the Erie Canal. Micron's expansion and the building of the Erie Canal both required a generation of visionaries with the courage to create.

“This story is not just about digging a ditch—it’s about reshaping a country,” says director Tom Garber. “The Erie Canal was built by visionaries and laborers who defied the odds. Their legacy still flows through the heart of America.”

The National Educational Telecommunications Association (NETA) has selected “Creating the Erie Canal” from hundreds of other documentaries to distribute to the entire 303 PBS stations in the coming months. These stations have a reach of 36 million viewers.

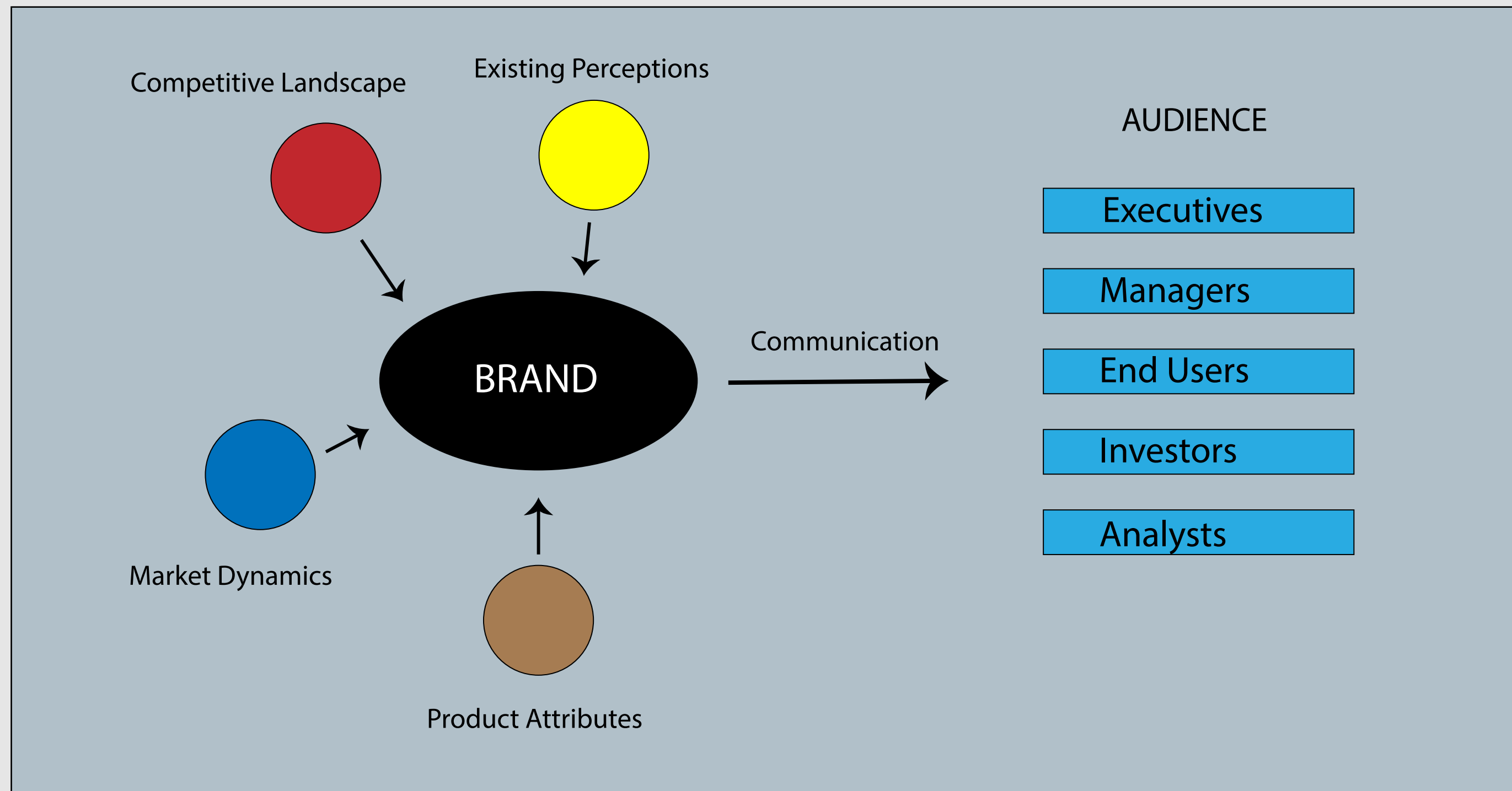


Our licensing agreement with PBS allows for a 15 second message pod at the opening and closing of the film’s broadcasts and streaming platforms. We are making this available in exchange for an underwriting fee. The pod may include logos, slogans, brand and trade names and descriptions of a product or service.



NETA’s distribution includes the PBS App with 15 million potential viewers and PBS YouTube with 53 million potential viewers.

Brand messaging in tech is seen as a reflection of a company's innovative capabilities.



Micron's reputation as a visionary will be enhanced through associating with this film.

- In 2025 and for the 22nd year in a row, Americans ranked PBS member stations as being number one in public trust.
- PBS viewers are more likely to be highly educated, white-collar professionals, in fact, the PBS audience is 44% more likely to hold a doctorate degree.
- It's no surprise that opinion leaders who influence issues consume much of the PBS programming.
- Messages on PBS sound and feel distinctive to viewers because of their tone and placement in a clutter-free environment.
- PBS shows and podcasts only feature a handful of sponsors throughout the duration of each episode; sponsor messages are heard and remembered.

Completed in time for the 200th anniversary of the opening of the canal and the 250th birthday of the United States, "Creating the Erie Canal" propagates current programming initiatives of a balanced vision of American Exceptionalism.



James Geddes

Visionary who laid the
route for the canal.

**We look forward to exploring this
unique opportunity with Micron.**

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www.ErieCanalMovie.com**