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FOR IMMEDIATE RELEASE

March 16, 2026

## **New National Initiative Targets Distracted Driving as Leading Cause of Spinal Cord Injuries**

STOUFFVILLE, ON - MARKD Productions today announced a strategic collaboration with the Canadian Spinal Research Organization (CSRO) to advance a nationally focused public service campaign addressing distracted driving, now identified as the primary cause of spinal cord injuries.

The collaboration supports the expansion of a cinematic public safety initiative developed by MARKD Productions that takes an unconventional approach to prevention. Rather than relying solely on statistics or shock imagery, the campaign leverages a culturally familiar narrative framework to prompt reflection, connecting everyday habits with real-world consequences in a way audiences do not expect.

“Distracted driving remains a major cause of spinal cord injuries,” said Barry Munro, Chief Development Officer of CSRO. “That reality underscores the urgency of this work. This campaign is timely and very unique in how it approaches prevention. Innovative partnerships like this allow us to reach audiences in meaningful and lasting ways.”

Designed to be engaging, thought-provoking, and empowering, this campaign challenges viewers to reconsider distraction through a lens that feels relatable before delivering its call to action. The objective is not to alarm, but to influence decisions in a way that resonates beyond a single viewing.

As part of the collaboration, CSRO will leverage their networks across Canada and the United States to support broader awareness and outreach efforts.

In an era defined by constant digital interruption, divided attention behind the wheel has become increasingly normalized. The consequences, however, remain severe and life-altering.

“This is about shifting perspective,” said Kevin Huhn, Co-Founder of MARKD Productions. “When a message mirrors everyday experience and then reframes it, it creates a moment of clarity. That’s where change begins.”

The organizations view this effort as part of a broader commitment to positioning distracted driving prevention as a shared social responsibility across communities and industries.

### **About MARKD Productions**

MARKD Productions is a Toronto-based creative studio focused on strategic storytelling, branded content, and business growth. It partners with organizations to clarify their message, strengthen their brand, and connect more meaningfully with their audience through film, content, and strategy. For more information about MARKD Productions, visit [www.markdproductions.com](http://www.markdproductions.com)

### **About the Canadian Spinal Research Organization (CSRO)**

The Canadian Spinal Research Organization is a national nonprofit dedicated to advancing spinal cord research, prevention, and education initiatives across Canada. For more information about the Canadian Spinal Cord Research Organization go to <https://www.csro.com/>

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More Information

Media Contact: Kevin Huhn

[info@markdproductions.com](mailto:info@markdproductions.com)

(289) 800-4295

FOR IMMEDIATE RELEASE

March 9, 2026

## **MARKD Productions Signs Canadian Composer Dalton of 9<sup>th</sup> Dimension Studios in Creative Partnership**

STOUFFVILLE, ON - MARKD Productions has entered into a long term creative partnership with Canadian composer and producer Dalton, founder of 9th Dimension Studios, naming him lead composer and music producer across the company's full slate of productions.

The agreement spans film, branded entertainment, public service campaigns, and commercial media, positioning music as a defining creative pillar within MARKD Productions' storytelling model. For MARKD Productions, the move reflects a deliberate shift toward director composer alignment at the earliest stages of development.

"Iconic storytelling partnerships have always shaped how audiences experience cinema," said Kevin Huhn Co-Founder of MARKD Productions. "Steven Spielberg and John Williams. Christopher Nolan and Hans Zimmer. Those collaborations created emotional signatures. We wanted Dalton, a passionate Canadian composer and producer, to help define ours." Adds Co-Founder Robert Smith.

Dalton leads Music By 9D and 9th Dimension Studios, where he has written and produced hundreds of songs both independently and for emerging artists. His collaborators include Serena G, Katanna Rose, Wendego, SVS, Wayward, and Antha Lee. A graduate of Seneca Polytechnic's music production program, Dalton completed his studies with honours distinction in 2024.

Beyond songwriting, Music By 9D offers full scale recording, mixing, mastering, composition, sound design, and post production audio services for film and digital media. The studio also provides artist development and music business consulting, giving MARKD Productions access to a vertically integrated creative infrastructure.

Industry observers note that as streaming platforms, short form content, and branded entertainment continue to converge, distinctive sound is becoming a competitive differentiator rather than a post-production layer.

"Music is memory," Huhn added. "When audiences leave a theatre, scroll past a campaign, or finish watching a short film, what stays with them is often what they felt. Music drives that feeling."

The partnership takes effect immediately, with Dalton already scoring upcoming MARKD Productions currently in development.

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### **About Music by 9D**

Music By 9D is a Canadian music production company founded by Dalton, offering composition, production, recording, post production audio, and artist development services through 9th Dimension Studios.

<https://musicby9d.com/>

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More Information

Media Contact: Kevin Huhn [info@markdproductions.com](mailto:info@markdproductions.com) (289) 800-4295

FOR IMMEDIATE RELEASE

January 20, 2026

## **MARKD Productions and NOVALOOP Announce Strategic Alliance**

STOUFFVILLE, ON - MARKD Productions is proud to announce a new strategic alliance with NOVALOOP, an AI-driven automation company. The agreement is focused on helping organizations streamline processes, reduce manual workload, and unlock efficiency through intelligent automation.

This alliance brings together MARKD Productions' strength in storytelling, strategy, and business development with NOVALOOP'S expertise in AI-powered process automation, workflow optimization, and eliminating repetitive operational tasks.

Together, the two companies will support organizations looking to modernize how they work, not by replacing people, but by freeing teams to focus on higher-value work.

"What excites us about NOVALOOP is their practical, human-first approach to AI," said Kevin Romano - Huhn, Co-Founder of MARKD Productions. "They're not selling buzzwords. They're helping businesses remove friction, improve processes, and make smarter use of time and talent."

NOVALOOP specializes in identifying repetitive and time-consuming tasks, by designing AI-powered solutions that integrate seamlessly into existing business operations from internal workflows to customer-facing systems.

"Automation shouldn't feel overwhelming or disruptive," said Craig McKay, Founder of NOVALOOP. "Our goal is to help businesses simplify, scale, and evolve. Aligning with MARKD allows us to connect with organizations that are ready for meaningful change."

As part of the alliance, MARKD Productions will introduce NOVALOOP'S services to companies actively seeking automation and operational improvements, while NOVALOOP will handle all technical delivery, implementation, and ongoing support.

"This partnership is about alignment," added Rob Crowley-Smith, Co-Founder of MARKD Productions. "We help organizations clarify their story and direction. NOVALOOP helps them build smarter systems behind the scenes to support that vision."

The alliance will be supported through co-branded announcements, shared content, and collaborative outreach, reinforcing both companies' commitment to innovation, clarity, and results-driven solutions.

### **About NovaLoop**

NovaLoop is an AI automation company specializing in process improvement, workflow automation, and the intelligent handling of repetitive tasks. By leveraging artificial intelligence and modern automation tools, NovaLoop helps organizations reduce inefficiencies, improve accuracy, and scale operations with confidence. Learn more at <https://novaloop.ca>

### **About MARKD Productions**

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More Information

Media Contact: Kevin Huhn

[info@markdproductions.com](mailto:info@markdproductions.com)

(289) 800-4295

FOR IMMEDIATE RELEASE

January 19, 2026

## **MARKD Productions Named 2026 Canadian Choice Award Winner for Video Production Services**

STOUFFVILLE, ON - January 19, 2026 - MARKD Productions has been named a 2026 Canadian Choice Award Winner in the Video Production Services for the 3<sup>rd</sup> year in a row.

The Canadian Choice Award recognizes Canadian businesses that demonstrate excellence, professionalism, and meaningful community impact. Winners are selected based on reputation, service quality, and the trust earned within their communities.

“This award is deeply meaningful because it reflects how our clients, crew and cast experience working with us,” said Kevin Huhn, co-founder of MARKD Productions. “We don’t measure success by volume or scale alone. We measure it by clarity, trust, and does our work genuinely help people communicate what matters. Being recognized for the 3<sup>rd</sup> year in a row, tells us we’re delivering on that responsibility.”

MARKD Productions works with organizations, brands, and leaders to create strategic video content that brings clarity to complex ideas, strengthens credibility, and supports real-world business and community outcomes. The company is known for its hands-on leadership, production efficiency, and ability to align creative execution.

“This recognition is a testament to consistency,” said Rob Crowley-Smith, co-founder of MARKD Productions. “It’s about showing up prepared, listening carefully, and executing at a level where clients feel supported and confident throughout the process. That trust is something we take very seriously.”

The 2026 Canadian Choice Award win reflects MARKD Productions’ ongoing commitment to high standards, thoughtful storytelling, and long-term relationship building within the communities it serves.

For more information about the Canadian Choice Awards, visit [CanadianChoiceAward.ca](http://CanadianChoiceAward.ca)

### **About MARKD Productions**

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More Information

Media Contact: Kevin Huhn

[info@markdproductions.com](mailto:info@markdproductions.com)

(289) 800-4295



## **BUSINESS BACKGROUND**

MARKD Productions is a leading video production company founded in 2022. The team of Matt Worthington, Alex Belke, Robert Smith, Kevin Huhn and Diego Aldana came together in 2021, during their time as classmates at Toronto Film School. Their common bond was a passion for storytelling and a vision to provide quality video content. In six months, they produced three short films that have gone on to be selected and win 35 festivals around the world.

The current partners, Robert and Kevin believe that every brand has a unique story to tell, and decided to expand their efforts by helping companies convey their narratives in the marketplace. The goal of every project is to create visually stunning and emotionally compelling videos that leave a lasting impact on audiences. The team at MARKD Productions is skilled professionals who collaborate closely to understand objectives and tailor solutions that align with their customers' goals.

With a focus on delivering excellence in their solutions, MARKD Productions has quickly gained recognition for its exceptional work in filmmaking and crafting engaging ads.

Their video production services through the Development to Post Production phases include:

- ❖ Promotional Videos: that showcase a company's brand identity, products or services AND engage the consumer interest that drive sales for a business.
- ❖ Training Videos: which develop educational, empowering content that also entertains to expand the audience's knowledge base.
- ❖ Testimonial Videos: where individuals shed light on important matters and first hand experiences that inspire others and bring awareness.

One of MARKD Productions' competitive advantage is the diverse age range in the ownership which helps them understand the business landscape. Coupled with a philosophy, at the core of all projects must be a good story that entertains, empowers and educates an audience, they strive to foster positive perceptions for all clients.

By harnessing the work MARKD Productions provides, businesses can elevate their brand image, connect with audiences on a deeper level, and achieve strategic objectives in this evolving marketplace.

### Key Milestones

- Scripted films produced: *Hope for Christmas, I Love You Most, Athletic Withdrawal, The Package, UNTHINKABLE Appetite*
- Documentary films produced: *The DNA of LOVE, Teen Across Canada, Robbie G: Open Minded*
- Multiple Festival Selection & Winner for BEST SHORT DRAMAs and BEST SHORT DOCUMENTARYs

For more information contact:

Kevin Huhn

(289) 800-4295

[info@markdproductions.com](mailto:info@markdproductions.com)



## ABOUT THE FOUNDERS



**ROBERT CROWLEY SMITH** is a tattoo artist turned filmmaker. He has been a creative for 20 years designing artistry through tattooing. At the age of 40 he decided to change canvas and returned to post secondary education with Toronto Film School in film production. His technical skills allowed him to dive into cinematography and sound design. Along with classmates he formed a production company – MARKD Productions. His passion for visual storytelling and cinematic excellence has contributed to the company's unique approach to video production. Rob's creativity and attention to detail have been instrumental to earning MARKD Productions awards such as Best Short Documentary.



**KEVIN HUHN**, has an extensive business background with over 30 years experience in Fortune 500 companies, small and medium sized businesses. He is the author of 2 books, *Hockey-ology* and *How to Reinvent Midlife Dreams*. After producing a TV Show, *The Hockey Source*, for NHL Network and FOX Sports, Kevin was awarded the civic recognition award from the city of Markham. In 2021, he found himself on a new path in Film Production at Toronto Film School. Along with four classmates he co-founded MARKD Productions and wrote, produced and directed short films that have won many festivals.

**PHOTOS**



Robert Smith



Kevin Huhn



On Set BTS: *Hope for Christmas*

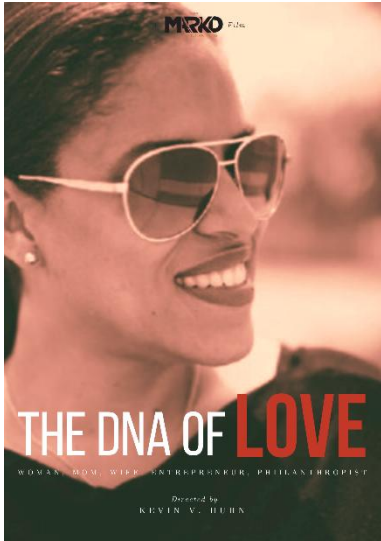


On Set Scene: *Hope for Christmas*



Cast and Crew on the Red Carpet

## POSTERS



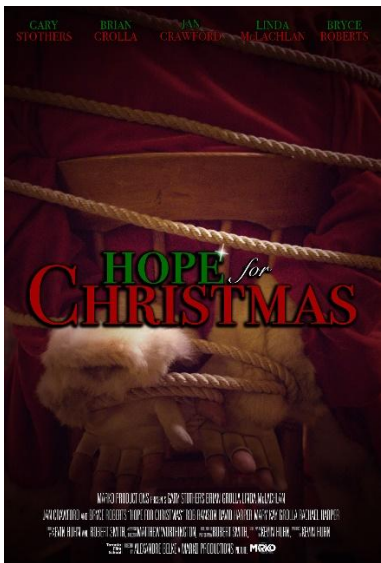
*The DNA of LOVE*  
Short Documentary  
Director: Kevin Huhn



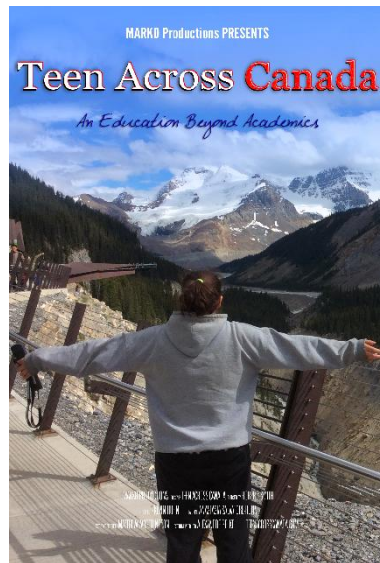
*The Package*  
Drama Short  
Director: Alexandre Belke



*UNTHINKABLE Appetite*  
Horror Short  
Director: Alexandre Belke



*Hope for Christmas*  
Drama Short  
Director: Alex Belke



*Teen Across Canada*  
Short Documentary  
Director: Robert Crowley Smith



*Robbie G: Open Minded*  
Short Documentary  
Director: Robert Crowley Smith



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dproductions.com

*I Love You Most*

Drama Short

Directors: Ayla Johnston / Karianne Taklo

*Athletic Withdrawal*

Drama Short

Director: Matt Dionne



## TESTIMONIALS

In today's digital age, video content has become a crucial aspect of successful marketing and training strategies. Hiring a professional video production company like MARKD Productions offers several benefits. Here are what others say:

"I had the incredible privilege of working with MARKD Productions for the launch party of Maverick Health. They went above and beyond, providing over 12 hours of high-quality video footage and more than 1200 behind-the-scenes pictures, capturing the energy and essence of the event. The MARKD team worked closely with me throughout the process to ensure the final product was exactly what I had envisioned. Their commitment to excellence is evident in every project they take on. I highly recommend them to anyone looking for top-tier production services."

- Dr. David W. Harper B.Sc., D.C., F.R.C.C.S.S., FMACP, CHN

"I worked with the MARKD Productions team on a 60 second spot for my Equine Assisted Learning Business. From start to finish, the team was a pleasure to work with. Their creativity and guidance helped us put together the story that really captures the essence of my Certification program and why people choose us. The day of production was seamless, and the finished product exceeded my expectations. Thank you!"

- Tracey Evans, Owner, DREAMWINDS

"We had a wonderful experience working with your crew. You were all incredibly enthusiastic, professional and organized. We really appreciate the attention to detail and unique experience."

- Keith Saunders, Co-Owner, JACKASS BREWING

"Thank you a million for your expertise and work on these projects. You guys are truly awesome."

- Dan Blackburn, Founder & CEO, NTC HOCKEY