



EverydayASL™
Productions, Ltd.

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PRESS RELEASE

Out of 1,000 companies, Gilda Ganezer and Avery Posner, Co-Founders of Everyday ASL Productions, Ltd. were chosen and interviewed by James Bernstein, a Newsday Long Island Business reporter and been featured on August 13, 2009's Newsday newspaper as one of the most successful American Sign Language filmmakers and producers in the country.

As of 2009, Newsday is one of the United States' highest circulation daily newspaper with nearly half a million readers. Below is from the article:



www.newsday.com

THURSDAY, AUG. 13, 2009

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Sign language success

Talk about turning a disability into a thriving business.

Gilda Ganezer and **Avery Posner**, both deaf from birth, have filmed DVDs at Rockefeller Center Plaza, the FAO Schwarz toy store, the Central Park Zoo and at a Whole Foods Store — explaining the iconic spots in American Sign Language.

Ganezer and Posner are co-founders of Everyday ASL Productions in Commack, one of



Gilda Ganezer is a co-founder of Everyday ASL Productions in Commack.

Long Island's most intriguing businesses. It is the only Long Island-based multimedia educational company — and one of the few in the country — that develops DVDs, workbooks and mobile apps in American Sign Language, the fourth most used language in the United States.

Everyday ASL started in early 2005, and has grown into a company that has sales of about \$200,000 a year. It has 20 DVD titles that are sold to distributors, wholesalers, high schools, libraries, and schools for the deaf.

Ganezer and Posner, who have nearly 40 years' teaching experience between them, say they are just getting started. They hope to develop more titles in the near future, including one called "Shopping at the Mall in American Sign Language." The Web site is everydayasl.com.

Minding LI's business

The furor in the business community over the announcement by OSI Pharmaceuticals of