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## **Visual Effects Society (VES) Extends Contract for Executive Director Eric Roth**

**Los Angeles, January 5, 2011**– The Visual Effects Society (VES), the organization that represents the finest artists and technologists in visual effects worldwide, recently extended by two years the contract for Executive Director, Eric Roth. With the extension, the contract now expires in December, 2013.

Roth has been the Executive Director of VES since 2004 and under his leadership, has more than doubled the size of the organization from 900 members to over 2,200 members worldwide representing over twenty countries.

Roth has worked to create VES Sections in San Francisco, Vancouver, London, and Sydney while also presiding over the VES during a time of tremendous change in the entertainment industry that now relies more than ever on the use of visual effects to make stories come alive.

“In today’s entertainment world, visual effects is at the center of the universe and VES represents the best of the best in the visual effects craft,” said Roth. “I am very pleased to have this vote of confidence from the Board of VES and am proud to represent our members to the film, television, gaming and entertainment community.

“The VES is very lucky to have such a passionate, intelligent and dedicated leader at the helm,” said Jeffrey A. Okun, VES Chair. “Under Eric's leadership the VES has grown into an internationally respected organization that has become the 'go-to' source for anything visual effects. We look forward to continuing our relationship with him in the coming years.”

Up next for Roth and VES is the organization’s annual VES Awards program. Scheduled for February 1, this year’s program will honor Christopher Nolan with the inaugural VES Visionary Award and Ray Harryhausen with the VES Lifetime Achievement Award. For more information on purchasing tickets, please visit [www.visualeffectssociety.com](http://www.visualeffectssociety.com).

### **About the VES**

VES is a professional, honorary society, dedicated to advancing the arts, sciences, and applications of visual effects and to upholding the highest uniform standards and procedures for the visual effects profession.

VES is the entertainment industry's only official organization representing the extended community of visual effects practitioners including supervisors, artists, producers, technology developers, educators and studio executives. Its more than 2,200 plus global members contribute to all areas of entertainment from film, television and commercials to music videos, games and new media.

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