**Why I Fly** is a web-based video series produced with Emmy Award-winning Hemlock Films. The team at Hemlock are developing a series of short videos (each 2-3 minutes in length) to share via social media, partner websites, and other targeted venues. Each short features an individual who is engaged in an aspect of aviation or aerospace. The people featured are intriguing, relatable and do not seek exposure. They show the humanity of aviation and embody the fact that the field is attainable.

The central purpose of *Why I Fly* is to generate exposure of opportunities in aviation and aerospace by highlighting individuals with a connection to flight. In the past, careers in aviation were regarded as glamorous and inaccessible. They were also considered to be male dominated. The NAHF seeks to share the complete realm of aviation and aerospace careers to a wide audience through *Why I Fly*. Whether as a career or hobby, the NAHF sees tremendous value in igniting interest of young and old in aviation, especially women and minorities.

The people who are highlighted in *Why I Fly* work hard to ensure their dreams take flight. Whether it is a young man who spends his spare time restoring WWII era warbirds, a band teacher who owns her own small plane and flies on the weekends, or a NASA engineer who builds and flies his own plane, the NAHF wants youth to see people who look like them and have unconventional pathways to aviation.

The series is written and directed by filmmakers Adam and Kara White. Their company, Hemlock Films, specializes in combining cinematic vision with moving storytelling. They have produced such films as award winner *Space Chase USA, Beyond the Powder, The Restorers*, and *Red Tail Reborn* and have also created films for PBS, the Commemorative Air Force, and Women in Aviation International.

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**Our Partner- Hemlock Films** - Cleveland based Hemlock Films is a full-service video & film production company, from concept to finished piece. Existing to create the exceptional, Hemlock is a multi-Emmy winning film production company, specializing in aviation history, Hemlock has produced such films as award winner *Space Chase USA, Beyond the Powder, The Restorers*, and *Red Tail Reborn*. Hemlock Films have also produced films for PBS, the Commemorative Air Force, and Women in Aviation International.