

New Cheerios Commercial Will Feature Jason Ramsey

Hollywood came to Newark, at least for a day in early May. At the new Habitat building sites on 12th Avenue it was camera, lights, action and all the trimmings. The single element of focus was Habitat Newark's Construction Manager, the usually camera shy, Jason Ramsey.

In a really amazing turn of events Jason was one of four people in the United States selected to be featured in upcoming commercials for the popular breakfast food. There were thousands of applicants and Jason is one of four winners. Each of the individuals was selected because he or she had an interesting story to tell and exemplifies the kind of people who would eat Cheerios. They will be selling Cheerios, but Habitat Newark should get a plug or two at the same time.

The morning was cloudy, but we were told that was just as good as a sunny day because the technicians would rather control the light themselves. It took a veritable army to shoot these TV commercials. It took several large trucks, a rolling sound studio, and more than 50 staff members in the area to make sure every little thing would come out just perfect. It took make-up artists to make sure Jason looked his best, and a full wardrobe staff as well.

In the background, Mr. Willie Clark, Bob Howard, Carol Paster and Kathryn Cassidy worked industriously on a front porch for the new house. It took a lot of lighting devices and a tremendous amount of equipment to pull it all together. It also took the cooperation of local Newark Police officers who kept traffic diverted and moving around the neighborhood.

All in all it was an exciting day for the Habitat Newark team and for neighbors who enjoyed the fun as well.

Schedules for the commercials have not yet been set, but check back on this Website and we will keep you posted.



Everyone who knows Jason also knows that when cameras come out he becomes invisible, a real camera shy guy! But this day, here he is sitting on the tail gate of his pick up truck, fancy hair (not stuffed inside a baseball cap) and just the right amount of beard to be fashionable.



Some people thought that the real star of the show was the Cheerios, but we all knew that the fuss was about Jason!



Doing the real work and backing Jason up, are Bob Howard (back view,) Willie Clark, Carol Paster and Kathryn Cassidy.