



Bio: Ryan Coopersmith



Ryan Coopersmith, along with his seven best friends, is the creator and winner of last year's *Become the Doritos Guru* campaign. The team's video, "Scream Cheese 2", was selected by Canadians through an overwhelming number of online votes and Ryan was crowned the "Doritos Guru". This success has since supported Ryan's online production company, Boo Ya Pictures, a unique integration of comedy and filmmaking, bringing the funny like no one else does, while priding themselves on a well shot cinematic look and feel. Boo Ya Pictures has received considerable attention in the world of viral marketing and commercial advertising and their creative videos have been screened at the Canadian, European and American Film Festivals. The company's original videos, as found on their YouTube channel, have collectively gained over 1 million views.

Ryan is 22 years old and has always had a passion for making movies. He is currently finishing his last semester of Film School in Montreal.

To find out more about Ryan and Boo Ya Pictures, visit booyapictures.com

For more information, to view submissions, and full contest rules, please visit www.doritosvirality.ca.

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