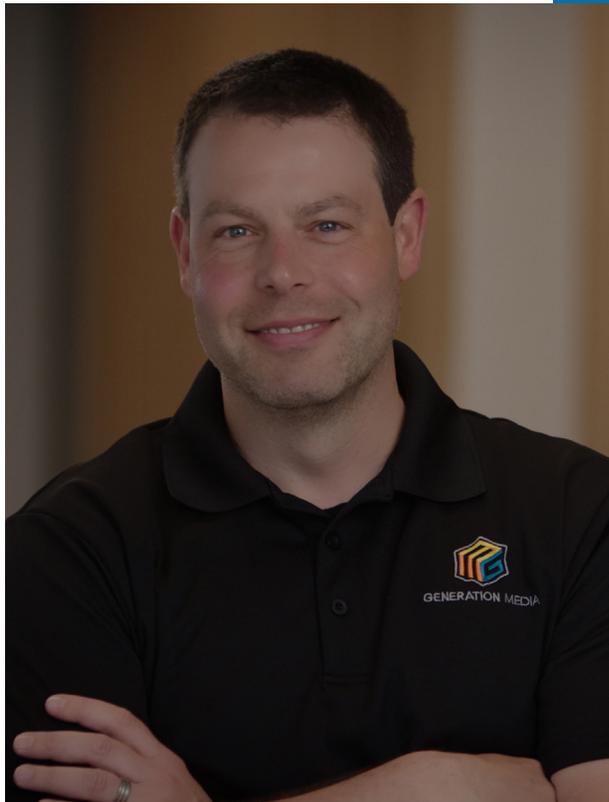


# WHY WE GIVE



As the founder and owner of **Generation Media**, Steve Bamonti spends his days crafting stories that connect, inspire, and inform. Whether producing commercial videos, television news promotion, or medical content, his work is grounded in the belief that storytelling drives growth.

Generation Media is an Emmy award-winning video production company operating across three primary sectors: commercial and corporate content, broadcast television news promotion, and medical video production. Generation Media creates content on multiple platforms reaching 35 million US viewers every week. While the nature of each project may vary, Steve approaches every piece with honesty, innovation, and a deep respect for the process. "There is no one single way to create a successful marketing piece," he explains. "We're transparent and honest about that in both our creative process and business practices." He also embraces new tools and technologies, noting that "the rapid development of AI has given us the ability to offer exciting new techniques to projects of all sizes."

That spirit of adaptability and community-mindedness also shapes how Steve thinks about philanthropy—particularly his decision to support Frederick Health as a member of the Corporate Honor Roll. During the COVID-19 pandemic, Steve saw firsthand the vital role local institutions play in times of crisis. "While national and global leaders were figuring out the broader picture,

it was our local organizations—like Frederick Health—that were making a direct, tangible impact on our lives," he says. "Supporting Frederick Health, as the cornerstone of Frederick County's healthcare network, was an easy decision."

As someone who has called Frederick home for nearly half his life, Steve views strong, local healthcare as essential to the community's future. "I believe that continued growth depends on having a reliable healthcare system," he says. "Supporting Frederick Health means investing in the future of Frederick—not just for my family or my team, but for everyone."

Generation Media's mission to help others tell their stories closely aligns with Steve's philanthropic vision. "Our work helps businesses and nonprofits grow and thrive," he shares. "In many ways, giving back does the same—it helps important organizations expand their reach and serve more people."

When asked how he encourages fellow business owners to approach giving, his advice is simple: "Few things are more impactful than giving locally. When your support stays in the community, you can see the difference it makes. And when that giving is focused on something as essential as healthcare, it benefits everyone," he says. "Giving back creates a stronger, healthier community—for your employees, your clients, and everyone who helps your business succeed. That's something worth investing in."