



MessageMakers

experiences that transform

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FOR IMMEDIATE RELEASE:

MESSAGEMAKERS RECEIVES TWO AURORA GOLD AWARDS FOR VIDEO PRODUCTION AND ADVERTISING CAMPAIGN

Lansing, Mich. (March 24, 2010) - MessageMakers has been announced as the award recipient of two Aurora Gold Awards for submissions made this past winter: "Ride Forever," a convention closing video for the Harley Owners Group, and "The Better Way to Get from Here to There," an advertising campaign for Indian Trails Motor Coach Company.

"Ride Forever was a lot of fun to produce because we were shooting footage at H.O.G. events throughout the world," says Tom Lietz, Senior Video Producer at MessageMakers. The piece is driven by music that written specifically for the video, and it focuses on the idea of the many different parts of a motorcycle coming together to form one machine. "It's a metaphor," explains Lietz, "for all of the people who come together to make H.O.G. It showcases how diverse and welcoming they are as a community."

The second submission to receive an Aurora Gold Award was "The Better Way to Get from Here to There," an advertising campaign for Indian Trails Motor Coach Company. The campaign works to promote the motor coach as a more convenient, cost-effective and environmentally friendly option for travelers. "The spots use humor," Lietz says of the campaign, "to reach out and grab the audience's attention. Indian Trails was very involved in the creative process and very willing to go out on a limb with a few of our unconventional ideas."

The Aurora Awards is an independent film and video competition for commercials, cable programming, documentaries, industrial, instructional and corporate videos. MessageMakers has won Aurora Awards before, in 1999 and 2004.

"The awards are really great for MessageMakers and the clients we represent," explains Lietz. "Both of the projects are really good examples of the creativity and the technical skill set that we bring to every project."

MessageMakers produces experiences that transform worldwide in several different mediums: creative media (high-definition video, audio, print), public information campaigns, instructional design, and event production services. In the past decade, the company has won over forty awards for the quality of its work and continued excellence in the field of creative media.

For more information on MessageMakers, please visit www.messagemakers.com.

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