



MessageMakers

experiences that transform

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FOR IMMEDIATE RELEASE:

COMMUNICATOR AWARDS FOR MESSAGEMAKERS

Lansing, Mich. (Sept. 1, 2010) - MessageMakers is the winner of four Communicator Awards.

"Beyond the Stage," a promotional video produced to build support for the Wharton Center at Michigan State University, received an award in the category of film and video. The video sheds light on the Wharton Center and its involvement in the community. Shot documentary-style, "Beyond the Stage" includes staff, artist, and patron interviews. The video premiered at the re-opening of the Wharton Center after an overall renovation and upgrade of the building.

"It was a big moment in their history," said Tom Lietz, senior video producer at MessageMakers. "We painted the picture of why the mission of the Wharton Center matters to the community."

Also winning an Award of Distinction in the film/video category was "Be Red Cross Ready," a video designed to raise awareness and promote participation for the Mid-Michigan chapter of the American Red Cross. The video includes three short stories of citizens in the community and real-life ways the Red Cross has come to their aid in times of need.

"It was for a good cause," said Rick Weaver, editor and videographer. "It's great to be recognized for doing work in the community that really matters and really makes an impact."

Tradeshow banners designed for Indian Trails, a local motorcoach company celebrating its centennial anniversary, also received an award.

"They were designed not only to highlight key features of the Indian Trails buses, but also to add decoration and style and tie everything together, including brochures and other print pieces," said Tim Whalen, senior graphic designer. "It was nice to see the branding working well together."

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A collection of “toolkit” books created for Harley Owners Group (H.O.G.) Europe’s H.O.G. Enthusiast Adventure Training also won an award for print and design. These books were designed to help the leaders of Harley Owners Groups lead their groups, plan fun rides, market their events, handle interpersonal difficulties, and more. These books were localized for six languages: English, French, Italian, German, Spanish and Norwegian.

“We are always seeking quality in everything we do,” said Tina Ray, senior writer/editor at MessageMakers. “It’s really affirming to be recognized in this way.”

The Communicator Awards is the leading international program honoring creative excellence for communications professionals. Each year, the awards are sanctioned and judged by the International Academy of the Visual Arts. For more information, visit www.communicatorawards.com.

MessageMakers produces experiences that transform worldwide in a number of arenas: events, learning programs, and video. For more information, visit www.messagemakers.com.

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