



MessageMakers

experiences that transform

messagemakers.com

1217 Turner Street

Lansing MI 48906 USA

tel +1 (517) 482.3333

fax +1 (517) 482.9933

CONTACT: Tina Ray
517-482-3333 (office), 517-482-9933 (fax)
E-mail: ray@messagemakers.com

FOR IMMEDIATE RELEASE:

MESSAGEMAKERS AWARDED 3 TELLY AWARDS FOR VIDEO PRODUCTION

Lansing, Mich. (August 4, 2010) - The Telly Awards have awarded MessageMakers three Bronze Tellys for the video productions "Bioeconomy," "Indian Trails: Better Than Roller Skates" and "H.O.G., Ride It."

MessageMakers produced "Bioeconomy" in partnership with Michigan State University. This series of three informational videos for high school teachers and students "explored emerging job opportunities and explained related environmentally friendly concepts," said Ian Busch, videographer.

"The real test is how well it is received in the classroom," said Busch. "Then we'll know for sure we've met our goal."

"Indian Trails: Better Than Roller Skates" was one of three TV spots in an advertising campaign for Indian Trails, an Owosso-based motorcoach company. The advertisements used humor to illustrate the convenience of the Indian Trails bus system.

"H.O.G., Ride It" was produced for a Harley Owners Group officer training opener. The video combined human body and motorcycle imagery to create the metaphor that the engine is like a heart.

"The video's message was to follow your heart," said Adam Cate, videographer. "Spend time on the things that matter to you."

MessageMakers produces experiences that transform worldwide via event production, high-definition video, and learning programs. For more information, visit www.messagemakers.com.

The Telly Awards honor the very best local, regional and cable television commercials and programs, as well as the finest video and film productions and work created for the Web. Today, the Telly is one of the most sought-after awards by industry leaders. For more information on the Telly Awards, visit www.tellyawards.com.

###