



MessageMakers

experiences that transform

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FOR IMMEDIATE RELEASE:

4 TELLY AWARDS FOR MESSAGEMAKERS VIDEO WORK

Lansing, Mich. (June 15, 2011) - MessageMakers announces that it has been awarded four 2011 Bronze Telly awards for its video work on "Help Stop Hunger," "We Are H.O.G.," "2011 Manitou Promotion," and "MessageMakers Building Tour."

"Help Stop Hunger" was a project for FoodBank of Monmouth and Ocean Counties in New Jersey.

Senior video producer Tom Lietz explains that "Help Stop Hunger had a relatively small budget, but the client did an incredible job of coordinating local community partners and helping us to make the most of a single day of shooting in New Jersey. Bringing that footage together with motion graphics, narration, and music, I think we were able to bring their story to life in a very genuine way.

"Help Stop Hunger premiered at a fundraising event, where our client saw pledges triple from the previous year's efforts. Beyond that, the client continues to use this video at events and presentations to help tell their story, and the production has provided us a tremendous library of footage that we've been able to use as raw material for new promotional efforts on their behalf. It's incredibly fulfilling to see a project pay off in this way for a wonderful client and an important cause."

"We Are H.O.G." was developed as the opening session video for a Harley Owners Group training program. Editor/videographer Adam Cate explains that the video "was a concept we'd been kicking around about a big party that would attract a wide range of different people. The idea was that H.O.G. is made up of a diverse set of people, but they all share a common interest: loving motorcycles and having fun. To make it work, we transformed our warehouse into a party zone. We made a bar, had a game area, and even set up a stage to have a band play. It was pretty amazing to watch it turn from a boring warehouse into a place where I would actually hang out."

- more -



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"The video was unique in that we had a set and casting and shot this more cinematically than most projects we do for H.O.G., which are far more documentary style," explains senior producer Tim Whalen. "The reviews from people at the event were great, as the video got them revved up for a weekend of learning. And it was great to work on this project as a big part of pre-production, directing on-set, and helping direct the editing process. It feels great to win a Telly for this with so much work into it!"

The 2011 Manitou promotional video celebrates the 25th anniversary of Manitou Pontoon Boats and presents the anniversary year line of boats. Adam Cate notes that "Manitou has been a client of ours for years now. They are easy people to work with, and it's always fun to get out on the water and be able to also call it 'working.' Even better, we've gotten great feedback from everyone who has seen this year's video."

Tim Whalen explains that the **MessageMakers building tour video** "was developed to give our online audience a quick, snappy tease of the cool workspace we all work in. It was designed to give people just a taste so they would want to come and see the building for themselves. What was interesting was that this was a completely motion-graphic-driven tour of our building, as opposed to a video walkthrough."

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.

MessageMakers is a full-service production company specializing in live events, video production and learning programs - and, ultimately, producing experiences that transform. The company has won over 40 awards for its work and community efforts over the past decade. For more information about MessageMakers, visit www.messagemakers.com.

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