



MessageMakers

experiences that transform

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FOR IMMEDIATE RELEASE:

MID-MICHIGAN RED CROSS AND MESSAGEMAKERS: AWARD-WINNING PARTNERSHIP

Lansing, Mich. (December 17, 2008) - MessageMakers and the Mid-Michigan chapter of the American Red Cross together celebrated receiving two awards for a Red Cross video project produced by MessageMakers.

The awards were for "Be Red Cross Ready," a video designed for the Mid-Michigan chapter of the American Red Cross to use at their annual fundraising breakfast. An Award of Distinction was brought home from the Communicator Awards in the video/use of animation category, as well as an Award of Excellence from the Videographer Awards in the creativity/use of graphics/design category.

MessageMakers created a multi-part, short-format video that included narrative threads of three citizens within the community. Their stories presented real and immediate problems to which the Red Cross quickly responded with the support and aid that the people needed.

Rick Weaver, the video's director of photography, noted that "this composition was engaging because it was able to visually illustrate the impact of the Red Cross in our community, and thus a connection was made with the audience."

This video is the third annual video that the Red Cross and MessageMakers have made together, after a first year in which a MessageMakers-produced video helped the Red Cross bring in quadruple its fundraising goal.

The Mid-Michigan Red Cross provides a variety of vitally essential services to the five-county region, including disaster response, emergency food and shelter, blood services, health and safety training, and military personnel support services. The Red Cross receives no federal funding; there is great need for donations in order to maintain these vital services. For more information, visit www.midmichiganredcross.org.

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MessageMakers produces experiences that transform worldwide in a number of arenas: creative media (high-definition video, audio, print), public information campaigns, instructional design and event production services. This year alone, the company has won nine awards for the quality of its work. For more information, visit www.messagemakers.com.

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.

The Videographer Awards are designed to honor excellence in video productions, TV commercials, news programs and new media. They are judged by the Association of Marketing and Communication Professionals (AMCP). For more information, visit videoawards.com.

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(From left) Tim Whalen and Tom Lietz of MessageMakers present the awards to Mike King, vice chair of the board, Mid-Michigan American Red Cross.

High-quality image file available at www.messagemakers.com/images/RedCrossTimTom.jpg