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FOR IMMEDIATE RELEASE:

MESSAGE MAKERS WINS FOUR TELLY AWARDS

Lansing, MI (May 31, 2007) – Message Makers, a Lansing-based creative communication company, won four awards for video production as part of the 28th Annual Telly Awards competition.

Message Makers' video opening the Harley Owners Group's officer training program and their promotional video for the Michigan Primary Care Association, "Michigan's Community Health Centers," earned the company two Silver Telly Awards, the competition's highest honor. Additionally, Bronze Tellies were awarded for a promotional video for Manitou Pontoon Boats and a piece called "Healthy Kids, Healthy Communities" for the School-Community Health Alliance.

What is special about these pieces? What do they even have in common?

Director of operations and production coordinator Erin Litner focuses on the vision. "We work to create media that serves as a lens for our clients' ideas. The people viewing these videos may not have visited a community health center or sped across a lake in a pontoon boat, but the videos provide the opportunity to have these experiences and build excitement and respect for the parent organizations."

"Good media draws out what is not always visible, giving ideas power," said senior video producer Tom Lietz. "It's a goal we're always striving toward, and we're glad to hear that the Telly Awards see that in our work."

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“We are proud that the MPCA video produced in partnership with Message Makers has received its second award,” said Kim Sibilsky, Executive Director, Michigan Primary Care Association. Earlier this month, MPCA’s video was also chosen from among 4,300 entries to win a 2007 Healthcare Advertising Award. “Thanks to Message Makers’ expertise, guidance, and creativity, MPCA’s video effectively tells the story of community health centers and how they benefit Michigan’s communities and citizens.”

Message Makers produces experiences that transform. They make people cry, laugh, think and act. Message Makers provides event audio-visual services and creative media solutions, primarily in high-definition video. Additionally, Message Makers’ instructional design division provides learning and performance improvement services. For more information, see www.messagemakers.com.

The Telly Awards annually showcases the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world. It is the premier awards competition honoring the finest video and video productions and local, regional and cable TV commercials and programs. For more information, see www.tellyawards.com.

The Michigan Primary Care Association is a non-profit membership organization that represents community health centers and other community-based organizations. Collectively, they provide high-quality comprehensive health care regardless of ability to pay to over 400,000 patients at 155 delivery sites statewide, including primary care, dentistry, pharmacy services, substance abuse treatment and counseling, nutrition education, and eligibility assistance. To learn more about Michigan’s community health centers and watch MPCA’s award-winning video, go to www.mpca.net.

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