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*...for communication results*

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**FOR IMMEDIATE RELEASE:**

## **MESSAGE MAKERS WINS FILMMAKING AWARDS**

**Lansing, MI (May 15, 2007)** – Message Makers, a Lansing-based creative communication company, today announced their receipt of two filmmaking awards from leading awards competitions.

The 2007 Videographer Awards honored “Roads,” the cinematic closing Message Makers produced for the Harley Owners Group’s 2006 officer training program, with an Award of Excellence. The 24th Annual Healthcare Advertising Awards presented them with a silver award for their special video production “Michigan’s Community Health Centers,” a piece produced for the Michigan Primary Care Association.

Message Makers president Terry N. Terry is appreciative of the awards. “We’ve got a great team,” said Terry, “they love what they do, and that is reflected in the results.”

Tom Lietz, senior video producer for Message Makers, notes that “these pieces are about very different subjects and target very different audiences, but both tell the story of a community coming together. In each instance, working with that community was a tremendous experience.”

“When our production staff interfaces with clients who are as passionate as Harley Owners Group and the MPCA, that definitely comes across in the final work,” Lietz said.

Message Makers produces experiences that transform. They make people cry, laugh, think and act. Message Makers provides creative media solutions, primarily in high-definition video. They offer event AV services, including conference planning, production, staffing, speaker support and audio-visual rentals. Additionally, Message Makers’ instructional design division provides learning and performance improvement services. For more information, see [www.messagemakers.com](http://www.messagemakers.com).

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The Videographer Awards is an international awards program administered and judged by the Association of Marketing and Communication Professionals ([www.amcpros.com](http://www.amcpros.com)) to honor individuals and companies in the video production field who are raising the industry's standards. The Award of Excellence was awarded to those projects that the judges deemed were written, produced, shot and edited in an exceptional manner.

The Healthcare Advertising Awards is the oldest, largest and most widely respected healthcare advertising awards competition. A national panel of judges reviewed all entries for creativity, quality, message effectiveness, consumer appeal, graphic design and overall impact. The awards are sponsored by Healthcare Marketing Report, the leading publication covering all aspects of healthcare marketing, advertising and strategic business development. See [www.hmrpublicationsgroup.com](http://www.hmrpublicationsgroup.com) for more information.

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