

EDMONTON FIRM WINS SIX INTERNATIONAL AWARDS

Edmonton, Alberta – Dynacor Media has received six international awards honouring the best in television, video and film production at the recent 29th Annual Telly Awards in New York. The Edmonton firm’s entries were among 14,000 entries from around the world, including submissions from industry giants such as Warner Brothers, Ogilvy of New York and the PGA Tour.

“The caliber of firms from around the world entering this award program is extremely high; it’s wonderful to now be counted among them,” says Dynacor’s Managing Director Terri Dorn. “It’s an amazing piece of hardware to put on your shelf!” Significant about these recent awards was that Dynacor won a Telly in almost every category they entered.

“It’s a true testament to the wide range of capabilities found here at Dynacor!” states Dorn. A significant five bronze statuettes were awarded to Dynacor for outstanding creative achievement in Safety, Public Relations, Multimedia, Education as well as Travel and Tourism.

When asked about the clients Dynacor worked with, Dorn mentions, “We couldn’t ask for better clients. Each one inspires and motivates our team to push the creative envelope. It’s really a collaborative effort.” Each entry is judged on its own merit against a standard of excellence; more than 75% of entries receive no award, and only 7-10% win the highest honour; a Silver Telly. As the contest website points out, “Earning a Telly Award is a significant creative achievement.” The Telly Award statuettes are designed and minted by the same company that produces the Emmy and Oscar.

Dynacor won the prestigious silver statuette for its High Definition production, “Dig a Little Deeper in the Canadian Badlands” created for, and currently used by Alberta Tourism, Parks & Recreation to promote travel to this fascinating Alberta tourism destination.

“The Canadian Badlands are poised to become Alberta’s next must-see tourism destination, and Dynacor has created an outstanding video that will help us attract visitors from around the world,” said Cindy Ady, Minister of Alberta Tourism, Parks and Recreation. “Dynacor’s talent and expertise brought our vision to life on the screen. We congratulate their team on earning this impressive distinction from their international colleagues.”

Dynacor Media produces video, animation, multimedia, e-learning, print design and web design materials. The firm also received a recent award for Best Digital production from the Alberta Motion Picture Industry Association. To find out more about Dynacor or view the winning entries, visit www.dynacormedia.com.

BACKGROUNDER:

The highest honour – a Silver Telly – plus a significant five bronze statuettes were awarded to Dynacor for outstanding creative achievement in categories Travel/Tourism, Multimedia, Safety, Public Relations, and Education.

Silver: **Travel/Tourism category**
“Dig a Little Deeper in the Canadian Badlands”
Alberta Tourism, Parks and Recreation

Comment from Cindy Ady, Minister of Alberta Tourism, Parks and Recreation: “The Canadian Badlands are poised to become Alberta’s next must-see tourism destination, and Dynacor has created an outstanding video that will help us attract visitors from around the world,” said Cindy Ady, Minister of Alberta Tourism, Parks and Recreation. “Dynacor’s talent and expertise brought our vision to life on the screen. We congratulate their team on earning this impressive distinction from their international colleagues.”

Bronze: **Travel/Tourism category**
“A Gathering of Energy”
Client: The City of Edmonton
Description: a visual High Definition journey through the various industry and business sectors that gather to make the City of Edmonton the energized city it is. This video supported Mayor Mandel on his trip to Washington and played to invited guests at the Smithsonian Institute during Alberta Days.

Comment from Mary Pat Barry, The City of Edmonton: “The City of Edmonton is pleased and honoured with this award,” said Mary Pat Barry, Manager of Communications. “Edmonton has a tremendous story to tell to audiences the world over. This production effectively captured the spirit and pride of Edmonton. The award acknowledges what we have believed for some time - that the level of talent and creative video production skill in Edmonton are best in class internationally.”

Bronze: **Multi-media category**
“Choices in Early Learning”
Client: Alberta Child & Family Services Association
Description: A recruitment tool that combines engaging targeted video, interactive links, resources and tools for the individual looking for a career in Early Childhood Development.

Comment from Ron Bos, CFSA: “I knew you had produced something very special for us and this prestigious award is further proof of that!”

Bronze:

Safety category

“Getting It Right”

Client: Petro Canada

Description: When an ironworker tells you he has written a rap song about Safety, it piques your interest. This video showcases the recording of the song, interwoven with interviews with the artist resulting in an emotional yet hard hitting look at safety and *why* we should be ‘getting it right’.

Comment from Hal Middlemiss, Petro-Canada Edmonton Refinery: “It’s no surprise to me that your work is being recognized. The proof in the pudding is happy clients. You can include me in that category.”

Bronze:

Education category

“Ditch the Spit”

Client: NECHI Training & Health Promotions Institute

Description: How do you educate aboriginal youth about the dangers and effects of spit tobacco? We asked aboriginal youth to talk about it in a private setting. An aboriginal youth counselor hosts the informative program that shows what ‘spit tobacco’ is, and demonstrates the ill effects of the drug.

Bronze:

Public Relations category

“Build Alberta”

FPInnovations –Forintek Division

Description: In Alberta, housing cannot go up fast enough to meet the demand. FP Innovations, Canada’s largest forest products research & development institute is looking for solutions, and their Forintek Division may have found one in prefabricated construction. This documentary style program visually documented the differences between traditional stick-built construction and prefab.

Comment from Dalibor Houdek, FPInnovations: “Congratulations to Dynacor for the job well done!”

Visit www.tellyawards.com for more information.