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Contact: James Fox
(415) 637-3219
jfox@dawnrunner.com

DAWRUNNER SELECTED A WINNER IN THE 33rd ANNUAL TELLY AWARDS

San Francisco, CA – 2/5/2013 – The Telly Awards has named Dawnrunner as a Bronze winner in the 33rd Annual Telly Awards for their piece titled “Arts: Brings Kids Back to Life.” With nearly 11,000 entries from all 50 states and numerous countries, this is truly an honor.

The commercial, which was produced for Starting Arts a California 501(c)(3) nonprofit organization, is a rather gruesome portrayal of what the California School Systems have turned into. A classroom full of zombie-kids, being lectured by a zombie-teacher, is driven towards a distant noise. This noise turns out to be a group of youths participating in a wide range of artistic activities; music, dance, fine art, etc. The attacking horde of zombies is instantly transformed by the power of the arts - and joins the brightly lit scene with smiles on their faces.

The Telly Awards was founded in 1979 and is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest video and film productions, and online commercials, video and films. Winners represent the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world.

For its 33rd season, The Telly Awards once again joined forces with YouTube to give the public the power to view and rate videos submitted as part of the People’s Telly Awards. In addition to recognition from the Silver Telly Council, the judging panel that selects the Telly Awards winners, the Internet community helps decide the People’s Telly Awards winners.

A prestigious judging panel of over 500 accomplished industry professionals, each a past winner of a Silver Telly and a member of The Silver Telly Council, judged the competition, upholding the historical standard of excellence that Telly represents. The Silver Council evaluated entries to recognize distinction in creative work – entries do not compete against each other – rather entries are judged against a high standard of merit. Less than 10% of entries are chosen as Winners of the Silver Telly, our highest honor. Approximately 25% of entries are chosen as Winners of the Bronze Telly.

“The Telly Awards has a mission to honor the very best in film and video,” said Linda Day, Executive Director of the Telly Awards. “Dawnrunner’s accomplishment illustrates their creativity, skill, and dedication to their craft and serves as a testament to great film and video production.”

“Dawnrunner is a very passionate, brilliant crew. It’s an absolute joy to work in a place where everyone loves the job,” said Dawnrunner’s very enthusiastic CEO, James Fox. “This project was particularly special to us, because we advocate for the arts every chance we get!”

To find out more about the Telly Awards visit our website at www.tellyawards.com.

About Dawnrunner:

Dawnrunner is a film and video production company based in San Francisco. Our core philosophy is to push the bounds of the industry, on every level. From producing award-winning films, videos and graphics, to developing industry disruptive technologies and educating the next generation of filmmakers; we are dedicated to shaking up the industry and ushering in the future of visual storytelling!

Please contact James Fox, Dawnrunner for inquiries: jfox@dawnrunner.com or call (415)637-3219

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