

FOR IMMEDIATE RELEASE

Contact: Chris Karel

(216) 781-2300

chris@cinecraft.com

CINÉCRAFT PRODUCTIONS WINS AGAIN IN THE 38th ANNUAL TELLY AWARDS

CLEVELAND, OH – April 21, 2017 – [The Telly Awards](#) has named Cinécraft Productions as a Bronze winner in the 37th Annual Telly Awards for their piece titled "[Make Change.](#)" "With over 13,000 entries from all 50 states and numerous countries, this is truly an honor," said Chris Karel, Creative Director.

Childhood blood cancer is a serious problem. Often, kids have a hard time understanding how they can help. Cinécraft created this promotional PSA for the Leukemia & Lymphoma Society to capture kids being kids to show them how they can raise money to "[Make Change](#)".

[The Northern Ohio Chapter of the Leukemia and Lymphoma Society](#) is using this Telly Award winning video at elementary and middle schools to kick-off their Student Series fundraising efforts. Would you accept the penny bucket challenge?

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.

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

For more than 75 years, Cinécraft has been a leading resource for the creation of video and eLearning in the United States.

###