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## **Reel Wave Media Wins Silver Telly Award**

Madison, WI -- March 26, 2008 - Reel Wave Media, a Madison-based video production company is proud to announce it has been awarded a Silver Telly, the highest honor, in the 29<sup>th</sup> Annual Telly Awards for its production of the 2008 Strong Kids Campaign video.

The video was produced for the YMCA of Metropolitan Milwaukee and was presented at their campaign kick-off last October for branch executives, board chairs and YMCA executives. Each of the YMCA's 11 branches, two day camps, three child care centers and charter school then received a copy of the video to show at their branch kick-offs.

"We are pleased that Karl's work on our 2008 Strong Kids Campaign video has been honored with a Telly award," said Sydney Hofer, Public Relations Specialist at the YMCA of Metropolitan Milwaukee. "The video he put together for us was very well received by our members and our donors. The finished product was well beyond our expectations in terms of quality."

The Strong Kids Campaign video helps tell the story of people on the receiving end of the Strong Kids Campaign. It makes giving more personal and allows recipients to say "Thank You" to all the generous donors.

Founded in 1978, the Telly Awards honor outstanding local, regional, and cable TV commercials and programs, as well as the finest video and film productions. 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. The Telly Awards is a widely known and highly respected national and international competition and receives over 14,000 entries annually.

Reel Wave Media is a Madison, Wisconsin-based video production company that specializes in corporate, non-profit and event videos. It serves clients nationwide.

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