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### **EcoMotion Takes Podium with 2006 Telly Award**

Virginia Nicols, head of Corporate & Community Relations at EcoMotion, has received a Telly Award for the video, "Community Energy Partnership," produced in conjunction with Versatile Productions, Inc. of Carbondale, Colorado. The 14-minute video, made in 2005 for The Energy Coalition, took a 2<sup>nd</sup> place bronze in the "Motivational" category.

Founded in 1979, the Telly awards competition traditionally attracts more than 13,000 commercial, program, film and video entries from the finest ad agencies, production companies, TV stations, cable companies and corporations in all 50 states and around the world.

"We had two goals for the video," said Nicols. "First, we wanted to show the energy efficiency progress made in Southern California communities by our outreach program. Second, we wanted to recognize the contributions of all the people who participated – city leaders, business owners, educators, volunteers. And we wanted the whole thing to be fast-paced and upbeat, while strictly professional. It turned out just as we planned – and getting an award was icing on the cake!"

Nicols adds this award to a dozen other regional and national marketing awards she has won for clients over the past 15 years, including a Gold ECHO (Direct Marketing Association), the Mobius Advertising Award and a Gold EFFIE for Advertising Effectiveness (American Marketing Association). Unlike other awards, the Telly does not pit entries against each other. Rather, judges evaluate entries based on the merit of each entry, so some categories may have multiple winners, while some may not have any.

Chairman of the judging panel, Richard Friley, the Emmy and Telly Award winning President of Friley Productions noted, "I am honored to have overseen this year's judging and privileged to review such diverse and incredible work. It is a remarkable achievement for all of the Winners to be recognized from such an outstanding pool of entries."

Nicols added her experience and expertise to the EcoMotion team in January, 2006. Based in Irvine, CA, EcoMotion's mission is to motivate individuals and organizations to take responsible energy and environmental actions.

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