



# NEWS RELEASE

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## **BERLIN PRODUCTIONS WINS ITS FOURTH TELLY AWARD**

Sales video developed for eco-friendly organic clothing company receives non-broadcast media's equivalent of the Oscar

**WHITE PLAINS, NY — April 7, 2008** — Berlin Productions (BP) has won its fourth Telly Award, this time for a sales video it produced for the organic clothing company My Earth Too.

Developed in cooperation with the public relations agency Co-Communications, the video is being used to promote My Earth Too's brands of "green," eco-friendly organic apparel for men, women and children, as well as products currently in development, such as organic housewares and furnishings.

In addition to introducing My Earth Too's products to its target audience of retail buyers, the video conveys the benefits of organic clothing and the philanthropic value of My Earth Too purchases. A portion of all sales of My Earth Too organic apparel is donated to the Chuckie Goodnight Foundation for the Environment, which educates children and their families about how to protect the Earth.

The video, which kicks off the sales presentation, begins and ends with the tagline, "Now that natural is IN fashion, natural can BE fashion." A montage of eco-friendly and natural products demonstrates the growing popularity of organic goods, then showcases the My Earth Too product line, and the Chuckie Goodnight Foundation's children's workshops and other programs.

The My Earth Too video was particularly easy for BP to embrace. "We've produced lots of sales videos, but a project like this one is different," said Rick Berlin, president of BP. "Green, eco-friendly living is something my staff and I feel passionately about, so we were excited to have a hand in promoting products that have a real conscience."

To keep the project cost-effective, BP did not shoot any video but relied entirely on still photographs and illustrations of the garments. Setting these items in motion and compositing them in Adobe After Effects created a truly video-like experience.

The production team also developed an accompanying PowerPoint that is heavily nature-themed and uses animated effects that look more like those of a Flash or video project than a PowerPoint.

Established in 1978, the Telly Awards is an international competition that honors TV commercials and programs, as well as non-broadcast video and film productions. Entrants include ad agencies, production companies, TV and cable operators, and corporate video departments. More than 12,000 entries are submitted each year.

### **About Berlin Productions**

Now celebrating its 26<sup>th</sup> year, Berlin Productions ([www.berlinproductions.com](http://www.berlinproductions.com)) is a visual communications firm that produces Web sites, video, CD-ROMs, DVDs, kiosks, animation, presentation, illustration and print design for corporate, educational, medical and government institutions. BP's clients include Sprint/Nextel, Nokia, Pepsi, GHI, SoBe, Dun & Bradstreet, Columbia University, Starbucks, Prudential, Sony, and the U.S. Department of Veterans Affairs.