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PRODUCTIONS

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10 Fort Street - Unit 210,  
Winnipeg, Manitoba, Canada R3C 1C4  
t. 204.942.6838 f. 204.942.2199  
[www.centricproductions.com](http://www.centricproductions.com)

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**For immediate release**

## **TURN ON THE TELLY, IT WAS A SIGNATURE WEEKEND FOR CENTRIC.** ***Centric Productions receives international and regional awards of excellence.***

Winnipeg - Centric Productions, a Winnipeg-based video production company, won four international Telly Awards and one regional Signature Award, recognizing their outstanding achievement in documentary, advertising and corporate video production.

At the 29<sup>th</sup> annual presentation of the Telly Awards, Centric Productions was handed an "Outstanding Achievement" award for their documentary "Lake Winnipeg – a Blooming Crisis" which examines the environmental issues facing Lake Winnipeg, and the impact on the century old commercial fishing industry. Centric Productions also received two "Outstanding Achievement" awards for "Employee Communication" and "Training for Corporate Use" for a video produced with marketing and communications company mf.1, for the Canadian Nurses Association. The video examined the challenges facing Canadian nurses providing services in French minority language situations across Canada. Rounding out the awards was "Best Use of Music in a Production," for the project "Brochure" produced for Travel Manitoba. Winnipeg's own Steeple Chaser wrote original music for the project, and was shot performing the song in Manitoba's famous Carberry Desert. The video also and features footage of landmarks and attractions across Manitoba.

On the local front, Centric Productions picked up a 2008 Advertising Association of Winnipeg Signature Award, for best "Corporate, Product or Service Video" also for the Travel Manitoba project "Brochure." A Certificate of Recognition in the "Corporate, Product or Service Video" category was issued to BCG Communications for the project "Dan Terra," which was also produced by Centric Productions and BCG Communications for Canterra Seeds.

"It's great being honored at home, and internationally... I think it really speaks to the quality of the work we are producing for our clients, and how our company has grown in the last three and a half years. The fact we're creating work that's recognized at an international level really benefits our clients – if the video tells a great story, connects with the viewer and looks great - so does our client," said Michael Linton, Centric Productions Producer.

Started in 2004, Centric Productions is fast becoming one of Winnipeg's most talked about production companies. The Winnipeg owned and operated production company focuses on creating cutting edge corporate, commercial and advertising video productions and has quickly established itself as a recognized name in the production industry. Centric Productions has produced numerous videos for some of Manitoba's most high-profile advertising agencies and companies. [www.centricproductions.com](http://www.centricproductions.com)

Founded in 1978, the Telly Awards annually showcases the best work of the most respected advertising agencies, production companies, and 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 from all 50 states, and many foreign countries. [www.tellyawards.com](http://www.tellyawards.com)

The Signature Awards receives entries from throughout the province of Manitoba in over 30 categories. Winners are chosen based on copy, concept, design and production quality, and are announced at the gala awards evening. The Signature Awards proudly showcases the creative excellence of the advertising community in Manitoba. [www.signatureawards.ca](http://www.signatureawards.ca)

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For interviews or further information, please contact:

Anne Dawson

204.229.2762

[anne@centricproductions.com](mailto:anne@centricproductions.com)