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PACIFIC FOREST FOUNDATION  
"THIS IS MY OFFICE" RECRUITMENT DVD WINS THE TELLY AWARD

Maple Valley, WA - The Telly Awards is an international competition that recognizes the work of media professionals in the Advertising, Broadcast, Online and Multimedia fields. Much like the Academy Awards, the entries are judged by industry peers and past winners and evaluated on messaging and production values. The Telly Awards receives over 11,000 entries annually from ad agencies, production companies, TV stations, cable companies, interactive agencies and corporate video departments.

In this, the 31st annual Telly Awards, the Pacific Forest Foundation's new video "This Is My Office" was entered into the category of *Online Recruitment* and was awarded the Silver Telly, the highest award offered in the competition. This achievement is a testament to everyone involved, starting with the PLC board for having a clear focus on what needed to be communicated to the target audience. Special thanks go out to Donn Zea for initiating this project and his involvement on script consultation and development. For our Canadian images and interviews we must recognize Graham Lasure for arranging the locations and hosting the crew as they opened the lens to the beautiful landscape of BC. And to the people who captured this all on film; Bob Perna of Bob Perna Consulting and his crew for traversing the forests of California, Oregon, Washington and Canada to capture the sights and sounds of what we get to do every day and package it in an entertaining and informative way that will attract young people into our industry. We must also recognize the strategic planning and work by Rikki Wellman who paved the way to secure interviews and locations with some very dynamic companies and individuals in the logging industry.

It is gratifying that people outside of our industry recognize that we have an important story to tell. And just like our modern, ever-evolving industry we will use the latest and greatest technology to share our story with the world. To learn more about "This Is My Office" DVD visit PFF's website at [www.pacificforestfoundation.com](http://www.pacificforestfoundation.com)

A brief history of the Telly: The Telly Awards was founded in 1978 to honor excellence in local, regional and cable TV commercials. Non-broadcast video and TV program categories were soon added. Today, the Telly is one of the most sought-after awards by industry leaders, from large international firms to local production companies and ad agencies. With over 200 categories, more organizations than ever are eligible to participate.