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FOR IMMEDIATE RELEASE

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#### PARADUX MEDIA GROUP SELECTED A WINNER IN THE 34<sup>th</sup> ANNUAL TELLY AWARDS

Eagle Point, OR – 4/3/2013 – The Telly Awards has named Paradux Media Group as a Bronze winner in the 34th Annual Telly Awards for their piece titled “Asante: Principles of Place” in the Corporate Image Category. With nearly 11,000 entries from all 50 states and numerous countries, this is truly an honor.

Asante: Principles of Place is a video introduction for employees and stakeholders to the new corporate image at Asante. The new corporate image was the culmination of years of work creating a master brand, including a logo redesign, naming conventions, and brand position for the hospital and medical system, which provides comprehensive medical care to Southern Oregon and Northern California.

The Telly Awards was founded in 1979 and is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest video and film productions, and online commercials, video and films. Winners represent the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world.

A prestigious judging panel of over 500 accomplished industry professionals, each a past winner of a Silver Telly and a member of The Silver Telly Council, judged the competition, upholding the historical standard of excellence that Telly represents. The Silver Council evaluated entries to recognize distinction in creative work – entries do not compete against each other – rather entries are judged against a high standard of merit.

“The Telly Awards has a mission to honor the very best in film and video,” said Linda Day, Executive Director of the Telly Awards. “Paradux Media Group’s accomplishment illustrates their creativity, skill, and dedication to their craft and serves as a testament to great film and video production.”

“Paradux Media Group was honored to be chosen to help Asante create and launch their new corporate image to their employees and the world.” Said Tisha Oehmen, Chief Operations Officer at Paradux Media Group. “We were thrilled to learn that Telly Awards chose to recognize the work that was accomplished on this project. This project was a team effort by many extremely talented and dedicated individuals, the end result is something we are all proud to have been a part of.”

To find out more about the Telly Awards visit their website at [www.tellyawards.com](http://www.tellyawards.com).

#### About Paradux Media Group

Paradux Media Group is not your regular advertising agency. They are a unique combination of strategists, planners, designers, and writers. They are the people you call to launch a brand. To create a promotion. Or to put you on the first page of Google. Specializing in advertising, branding, website design, and social media management, Paradux Media Group gives you the integrated resources you need in today’s changing business environment. Learn more about Paradux Media Group at <http://paraduxmedia.com>.

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