

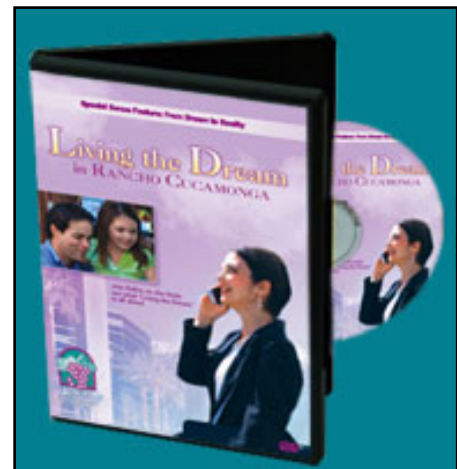


Redevelopment Agency Snags Second Video Award

"Living the Dream" Continues To Receive National Recognition

Rancho Cucamonga, CA — The Rancho Cucamonga Redevelopment Agency, in conjunction with its video production partner Showreel International, has been recognized a second time for its quality-of-life DVD, *Living the Dream*. The DVD, which was previously honored with a prestigious MarCom Platinum Award, has also garnered Silver and Bronze Awards in the 29th Annual Telly Awards competition.

Founded in 1978, the Telly Awards is a premier awards competition honoring outstanding local, regional, and cable TV commercials and programs, as well as the finest video and film productions. The Telly Awards annually showcases the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world, as well as non-profit groups and government agencies. The Telly Awards is a widely known and highly respected national and international competition, receiving more than 14,000 entries annually from all 50 states and many foreign countries.



The Rancho Cucamonga Redevelopment Agency's *Living the Dream* DVD was honored with the Telly Silver and Bronze Awards, which represents the top 25 percent of all winning entries (less than 10% of the winners receive a Silver Award). Winners were selected from numerous commercial and film/video categories within four primary areas: Non-Broadcast Productions; TV Programs, Segments, or Promotional Pieces; Internet/Online Programs, Segments, or Promotional Pieces; and Outdoor/Environmental (featuring video components). The Redevelopment Agency's *Living the Dream* DVD was chosen for a

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Silver Award in the Non-Broadcast Productions category and a Bronze Award in the TV Programs, Segments, or Promotional Pieces category. Previous Telly Award recipients (and their production companies) have included Chevrolet (Campbell-Ewald); FX Network; Jet Blue (Freestyle Collective); Kentucky Tourism (New West); Microsoft (Ring of Fire); Nike; Orange County Library System (Spot Runner); Pepsi-Cola Company (Groove Addicts); and the University of Washington (Dave Syferd & Partners), among others.



"We were recognized last fall with a MarCom for our *Living the Dream* DVD, which was quite an honor," commented Linda Daniels, Redevelopment Agency Director. "And now to receive a second national acknowledgment is something really special."

Filmed in high definition format, the *Living the Dream* DVD is the first major video production undertaken by the Rancho Cucamonga Redevelopment Agency in more than 10 years, and was produced to market the city of Rancho Cucamonga to prospective business investors, corporate decision-makers, site selectors, and community visitors.

The DVD is comprised of two segments: *Living the Dream*; and a special bonus feature, *From Dream to Reality*. The main video, *Living the Dream*, provides a glimpse of Rancho Cucamonga through the eyes of a potential resident and future business professional. As the main character explores the community, the viewer is also drawn in and introduced to the Rancho Cucamonga lifestyle. The video's realistic story line, combined with visually-rich, fast-paced images and a lively soundtrack, help paint an exciting picture of life in Rancho Cucamonga.

The included special bonus feature, *From Dream to Reality*, presents candid, un-scripted, real-life comments from actual residents and business professionals who truly are "living the dream" in Rancho Cucamonga. This added feature re-enforces the main video with first-hand testimonials from individuals who live and work in the community each and every day.



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The Redevelopment Agency's Living the Dream DVD can be viewed at the City of Rancho Cucamonga website (www.CityofRC.us), [Google Video](#), and [YouTube](#). Copies of the complete DVD are also available to the public through the [City's store](#).

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About the Rancho Cucamonga Redevelopment Agency:

The Rancho Cucamonga Redevelopment Agency administers a variety of economic development, redevelopment, and housing-related programs that support businesses and residents in the City of Rancho Cucamonga. Established in 1981, the Agency has assisted in the elimination of blighted conditions resulting in the development of new public facilities and work force housing projects, improved infrastructure, and in the creation of a strong local economy through business attraction/retention, work force development, and tourism efforts.

About Showreel International:

Showreel International, Inc. is a full-service video production company specializing in corporate and commercial communication projects for broadcast, DVD, and interactive media. Launched in 1985, Showreel continues to utilize its years of expertise in broadcast and corporate production to create compelling components for traditional outlets, as well as the ever-expanding world of interactive and online experiences.

About the Telly Awards:

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.