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Book Promo Wins Two Telly Awards for Mind Made Media & Pollinator Press

L.A. production company wins international awards for web promo on entrepreneur Merritt Sher's book "10 Birds With 1 Stone".

LOS ANGELES, CA - July 15, 2008: independent production company Mind Made Media (<http://www.mindmademedia.com>), has won two Bronze Telly Awards for an online video promoting entrepreneur Merritt Sher's business book "10 Birds With 1 Stone" which contains 52 carefully-honed teachings on creating success. The promo, created for independent publisher Pollinator Press (<http://www.pollinatorpress.com>), was recognized for creative excellence in the Film/Video Public Relations and Videography/Cinematography categories, representing the first project ever entered into competition by the company. "We're thrilled to get this nod for our creative work, especially when it comes from top industry pros. We resonated with the message of the book, which was written to encourage others to find their success, so we were excited by the opportunity to help spread that message," said Alexandra Austin, Mind Made Media producing partner. The 29th Annual Telly Awards received over 14,000 entries from the finest ad agencies, production companies, TV stations, cable companies and corporations in the world. Said David Latimer, founder of Pollinator Press, "This was our first attempt at promoting a book using video. Working with Mind Made Media was extremely pleasurable because they handled every detail professionally and the final product was well beyond our expectations." The winning video, shot by Mind-Made Media's Mike Walsh, is online at both company websites and on YouTube.

About Mind-Made Media

Mind-Made Media is an independent production company based in Los Angeles merging experience in feature films, television, commercials, documentaries and online video. Started by a Hollywood veteran and his British producer partner in 2007, Mind-Made Media is a small company with big ideals, creating and championing projects focused on living well in the world, while bringing a high level of expertise and integrity to like-minded brands and agencies. Their mission is to connect and inspire audiences through telling stories to live by.

About Pollinator Press

Founded in 2005, Pollinator Press is dedicated to helping minds bloom by printing thoughtfully provocative books on many subjects of interest. Representing a new publishing paradigm to do for books what slow food is doing for cuisine, Pollinator Press is independently run by people passionate about books who believe that the books we read should be produced in a clean way that does not harm the environment, animal welfare or our health; and that authors should receive fair compensation for their work. Pollinator's mission is to challenge conventional thinking by sowing the seeds of change, nurturing new ideas and spreading them carefully into the culture at large.

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