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RedRover wins ADDY, Telly Award and Communicator Award for The MED Foundation

MEMPHIS – RedRover Company, LLC (RedRover) received a silver *ADDY Award* from the five-state District Seven American Advertising Federation (AAF), a bronze *Telly Award* and a silver *Communicator Award* for projects created for the MED Foundation.

The *ADDY* was awarded for a retirement celebration invitation in the collateral material category for special event material. Contributing to the invitation were LeeAnn Christopherson, designer, and Lori Turner, managing partner of RedRover.

These were the first submissions by RedRover to the *ADDY Awards*. The firm won two gold *ADDY*'s from the Memphis AAF chapter earlier this spring. For more information about the MEMPHIS AAF visit www.memphisadfed.org.

The bronze *Telly* was awarded in the fundraising and appeals category for cable television commercials for a 30-second spot titled, "Life...Pass it On." Contributing to the commercial was Turner with production support by Patricia Warren.

Founded in 1979, the *Telly Awards* are the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest film and video productions, and groundbreaking web commercials, videos 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. For more information visit www.TellyAwards.com.

A silver *Communicator Award* was also awarded for the "Life...Pass it On" commercial spot. For more information about the awards visit www.communicatorawards.com.

The MED Foundation is a charitable, non-profit fundraising organization with a mission of providing financial support and community awareness for The Regional Medical Center at Memphis (The MED). Founded in 1986, the Foundation is committed to ensuring the Mid-South never has to imagine life without The MED. The MED Foundation operates with a volunteer board of directors, which guides fundraising activities and the investment of dollars raised. Since opening its doors, all dollars raised through the activities of The MED Foundation exclusively benefit The MED, its affiliated medical and outreach programs, as well as its eight Centers of Excellence. For more information visit www.themedfoundation.org.

RedRover Company, LLC, is a break-through sales, marketing and communications consulting firm. While offering the full-range of internal and external marketing services, RedRover is best known for offering its clients: innovative guerilla marketing strategies, intensive sales development support designed to create a sustainable sales culture and marketing measurement. Other services offered include: brand positioning, target marketing, customer segmentation, promotional marketing, email marketing, market research and traditional communications support such as annual report development. For more information about RedRover visit www.redrovercompany.com.

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