



## **WOMEN IN FILM DALLAS SELECTED AS A WINNER IN THE 38th ANNUAL TELLY AWARDS**

### **FOR IMMEDIATE RELEASE:**

March 2017 - Dallas, TX

The [Telly Awards](#) has named [Women In Film Dallas](#) (WIFD) as a bronze winner in the 38th Annual Telly Awards for their 2016 [Alliance For Children](#) public service announcement (PSA) under the category: promotional piece not-for-profit. With over 13,000 entries from all 50 states and numerous countries, this is truly an honor.



The Telly Awards were founded in 1979 and are the premier awards 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.

WIFD is a non-profit professional organization formed in 1984 to support and educate women in the film, video and television industry. Over time, WIFD has grown to represent women in all screen-based media industries in all facets of production and stands out as one of the region's most vibrant industry organizations carrying out its mission to empower, promote, and mentor. WIFD is a leader in educating its members and the industry at large, providing scholarships to women filmmakers and students, and giving back to the community.

WIFD members serve the community by combining their talents to produce PSAs for other non-profit organizations through their [PSA Program](#). In September 2016, members set out to create a 60-second PSA for the non-profit organization, Alliance For Children, to help raise awareness on child abuse in Tarrant County. Upon completion, the PSA was edited into different lengths and was translated into Spanish to air on both general market and Spanish language television stations in the Dallas/Fort Worth area.

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



“Our PSA Chair and her all-female crew not only produced an award-winning PSA under budget, but were ahead of schedule throughout their shoot. That’s empowerment,” said Patty Newton, WIFD 2016 President.

“Receiving this award is a great accomplishment for our organization as a whole and for each of our members involved in the production,” said Vanessa Jimenez, WIFD 2016 PSA Chair. “I am so proud of our team and can’t wait to see what WIFD members produce together this year.”

“On behalf of the Board of Directors, we congratulate our 2016 PSA volunteers on this well-deserved recognition,” said Melanie Yonks, WIFD 2017 President.



CONTACT:  
Vanessa Jimenez  
(972) 935-6517  
[Publicity@WIFDallas.org](mailto:Publicity@WIFDallas.org)



**View and share the WIFD Alliance For Children PSA:**

English version: <http://bit.ly/WIFDPSAEng>  
Spanish version: <http://bit.ly/WIFDPSASpa>  
View the behind the scenes photos: <http://bit.ly/WIFDPSAPhotos>

###