

Laguna Beach Film & Video Company Enhances Orange County's 'Hollywood South' Reputation

LAGUNA BEACH, CA (SEND2PRESS NEWSWIRE) – When winners of the 26th Annual Telly Awards were recently announced in New York City, no one was more surprised than Orange County producer-director Robert Cassard. Cassard, whose production company, Edge Films (www.edgefilms.com), has operated in Laguna Beach since 1997, entered the national competition on a whim. He never dreamed that all six of his company's entries would garner Telly Awards.



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Films is one of a growing number of creative Orange County production firms that are giving Hollywood a run for its money and reputation. With a staff that can be counted on one hand, Edge Films is a "David" in the production world. And yet, Edge won its awards alongside production Goliaths like Walt Disney, PBS, QVC, Time Warner Cable, Turner Broadcasting, DDB Direct, Grey Worldwide, and Young & Rubicam.

**(Photo Caption: Left-to-right are Edge producers Robert Cassard and Bara Waters, and MIND Institute Education Division President Andrew Coulson.)*

Edge Films won six Tellys on behalf of clients including PacifiCare and the MIND Institute. Their awards spanned five categories including Charitable/Non-Profit, Fundraising, Employee Communications, Music/Concert and Video Editing. Excerpts of the award-winning work can be viewed at

www.edgefilms.com.

The Telly Awards is the premier competition honoring creative excellence in video and film productions, cable TV commercials and programs. With a record 12,500 entries, this year's Telly Awards was the most competitive in its 26-year history.

When asked how a small company can compete effectively with the "big boys," Cassard said, "Orange County has always been a bedroom community for creative artists and entertainment producers. While Edge Films is small, our on-call staff is many of the best-of the-best who are working from their homes and offices right here."

Laguna Beach has long been the creative hotbed of Orange County. The well known artists' colony is now being mythologized nationally and internationally as "The Real OC," based on MTV's hit reality series, which coat-tailed on the global attention already gained by Warner/Fox's dramatic series "The OC."

Bara Waters, Edge's chief creative strategist, said, "Awards like this help remind the world that Orange County means more than fashion and trendiness. Of course, it has those qualities, but OC also means production quality and creative impact."

All trademarks acknowledged.

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