

Orion-imaging Scores Silver Telly Award for Best Motivational Video

CUMMING, Ga. – June 20 (SEND2PRESS NEWSWIRE) – Motivating a child to do the simplest of tasks can be a challenging chore, even if the task sounds like fun. And, encouraging a child to learn something new can be downright daunting. But, Coach Dan Murphy, co-owner of Orion-imaging.com and coach for the Red Dragons of the Forsyth County Family YMCA, had a camera and a creative formula for motivation.



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After losing their first three soccer games, 22-0, motivating the Red Dragons became a huge hurdle for Murphy. So, he put his video production experience to the test and came up with a unique and inspiring way to motivate his team.

**(Photo Caption: Coach Dan Murphy with daughter, Lauren)*

“I had to show the kids how much fun we really were having,” Murphy explained. “I wanted to capture images of each child doing something right so they would feel good about their experience and not want to quit.”

For their efforts, the kids began resembling Hall of Fame Champions, and the season unfolded like a Hollywood movie. Murphy presented each player and their families a video montage of highlights and photos that was worthy of a

red carpet premier. As a result, almost every child returned for the next season.

With it came new team colors and a new name, the Rockets, but the same trouble scoring goals. Murphy returned to the video camera to tell the team's story, and the result started generating so much buzz, Murphy knew he had created something special. Curious about how it would stack up in the industry, he decided to test the waters and entered both videos in the prestigious Telly Awards.

The 28th Annual Telly Awards (www.tellyawards.com) received over 14,000 entries from all 50 states and five continents. And, when all the 2007 winners were announced in the non-broadcast video category, Orion-imaging.com had won a Silver Telly for "Best Motivational Video" and an added 10 Bronze Tellys.

The Telly Awards, founded in 1978, are the premier awards that are given out annually for excellence in film and video production, local, regional, and cable television commercials and programs.

Winners represent the best work of the most-respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world. Previous winners have included Cox Communications, Children's Miracle Network, Time Warner Cable Media, Universal Studios, and Walt Disney Studios.

Murphy has been producing digital videos through Orion-imaging.com since 1999 and has been coaching his daughter Lauren's soccer team for four seasons; they keep getting better every year and continue inspiring their coach.

The Rockets season was further validated when they were recently featured on WSB-TV's Sports Final with Bill Hartman (www.Orion-imaging.com/sportsfinal.htm).

Award-winning videos may be viewed in their entirety at:
www.Orion-imaging.com/awards.htm.

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