

PRESS RELEASE FOR IMMEDIATE DISTRIBUTION

HUGHES & STUART-DENVER WINS NATIONAL TELLY AWARD
WITH LOCKHEED MARTIN SPACE SYSTEMS FOR WATER CONSERVATION
PUBLIC EDUCATION VIDEO



Addressing the critical need to motivate Coloradans to be more proactive in their water conservation habits, Hughes & Stuart Sustainable Marketing teamed up with Lockheed Martin Space Systems Company (Colorado) to write and produce an educational video from an unusual point of view... aboard a space shuttle. The video showcases water management in space, explains how technology and exploration (past and future) affects water resources on earth, and it offers specific tips everyone can do at home to reduce personal water use. Produced on behalf of 18 water providers (DCWater.org) serving 325,000 residents in Douglas County, Colorado, the “Out of This World Water Conservation” video features four time NASA astronaut (pilot and crew commander) Brian Duffy; U.S. Congresswoman Grace Napolitano (chair of House Water & Power subcommittee); U.S. Commissioner of Reclamation Michael Connor; Douglas County Commissioner Jill Repella; and Town of Castle Rock Utilities Manager Ron Redd.

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“The Telly is the highest form of objective credibility judged on its own merits in national competition and stands as the Oscar for our industry,” said agency president Melanie Goetz, adding, “We are especially pleased to receive this recognition for important public outreach support of environmental education.” Writers: Esty Atlas (Hughes & Stuart); Scott Norris (Lockheed Martin); videographer/editor (Leif Heimbold (Lockheed Martin); director Melanie Goetz (Hughes & Stuart).

Hughes & Stuart is now offering this video to be customized to any community in Colorado, especially rural cities, or outside of the state to other drought affected western states to further promote water efficiency through water providers or municipal government. The 8-minute video can be viewed, in its entirety, at the agency’s website, www.hughesstuart.com (click on Environmental Marketing tab) and can be downloaded for academic use suitable to all grades.

The 31st Annual Telly Awards received over 13,000 entries from the finest ad agencies, production companies, TV stations, cable companies, interactive agencies and corporations from all 50 states and 5 continents. Judges are members of the Silver Telly Council and score entries based on their own merit to recognize distinction in creative work against a high standard of merit. The Telly statuette is designed by the same firm that makes the Oscar® and Emmy®.

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