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U.S. Army Combat Readiness Center receives a Bronze Telly Award

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The U.S. Army Combat Readiness Center, headquartered at Fort Rucker, Alabama, was awarded a Bronze Telly Award for a video produced in support of the fiscal 2021 Off-Duty Safety Awareness Presentation, titled Live to Play Another Day.

The Telly Awards annually showcases the best work created within television and across video for all screens. This year's competition garnered more than 12,000 entries from all 50 states and five continents. The winners represent work from some of the most respected advertising agencies, television stations, production companies and publishers from around the world.

The video produced for the USACRC contained seven short video clips featuring Soldiers in an off-duty setting who were teleported into various video game scenarios such as swimming, pedestrian activities, privately owned weapons and motorcycle riding. Once each Soldier entered the game, they established the limits of the activity. Six succumbed to fatal injuries when they failed to manage personal risk. The seventh Soldier survived his injuries and was the lone "player" to return to what had been a social gathering with all the other Soldiers.

"Impactful visual information is vitally important to us as we find ways to connect with our target audience," said Brig. Gen. Andrew C. Hilmes, commander of the U.S. Army Combat Readiness center and director of Army Safety. "Receiving such a prestigious award is not only a testament to the creativity and commitment of our team, but also a reflection of our ability to get the most from a very limited visual information budget."

Founded in 1979 to initially honor excellence in local, regional and cable television commercials with non-broadcast video and television programming, the Telly Awards added web series, virtual reality, 360 and beyond to the competition. The awards recognize work that has been created on the behalf of a client, for a specific brand and/or company or self-directed as a creative endeavor.

"This award reflects the outstanding collaboration among all the stakeholders," said Michael Negard, director of USACRC Communication and Public Affairs. "It shows what we can accomplish when we all work together for a common goal."

The video was conceptualized and written by the USACRC and then produced under contract by TRF Productions based in Fairfax, Virginia. John Massad, Army Multimedia and Visual Information Directorate, Washington, D.C., served as the contracting officer representative for the project.

The video can be viewed or downloaded at: <https://youtu.be/zcDbxNkdT-w>