



Immediate Release

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Hartford Image Project National Winner of 2005 Silver Microphone Award

*New England's Rising Star Radio Campaign Bested
1,200 national radio campaigns from across the country*

HARTFORD, CONN (December 14, 2005) – The 21st Annual Silver Microphone Awards, which are given to the best local and regional radio commercials produced throughout the nation and created by advertising agencies and audio production companies, announced the 2005 National Winners. The commercial campaign *Hartford – New England's Rising Star* was named National Winner, in the category of Best Promotional Campaign. The commercial was produced by Massive Productions of Windsor Locks, Connecticut and was written by Phil Clement of Clement Creative for the Hartford Image Project (HIP).

Over 40,000 participants in both advertising agencies and production companies nationwide were considered for the Silver Microphone Awards. A panel of judges, representing all aspects of the broadcast and advertising industry rated each entry. Entries were judged for their creativity, production quality, copywriting, talent and overall effectiveness.

Matt Berky, Owner of Massive Productions says, "Being recognized as a group of creative people on a national stage among 1,200 other participants and not only placing but winning is humbling. This award shows us, at Massive Productions, that our hard work is being acknowledged."

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The campaign's focus was to drive 21-35 year olds to the Hartford.com website where they would be able to see what is *Hot* and *Cool* in Hartford. These radio commercials ran on Infinity Broadcasting, Clear Channel, WCCC FM, WDRC AM and FM. When visiting the website viewers are able to get information on living, working, playing and learning in Hartford.

Michael Kintner, Executive Director of the Hartford Image Project says, "Being recognized with the Silver Microphone Award underscores the progress and success of the Rising Star marketing campaign. This award helps raise our star higher and shows that Hartford competes successfully in a national arena."

Hartford Image Project

The Hartford Image Project (HIP) is a collaborative marketing and promotional initiative for Hartford and the Hartford region. The HIP's logo and tag-line, *Hartford, New England's Rising Star*, is the brand for a unified, marketing program celebrating the assets of Hartford, and designed to improve perceptions and attitudes about Hartford and generate visitation.

The partners of Hartford Image Project include Greater Hartford Arts Council, the City of Hartford, the Capital City Economic Development Authority, Waterford Development, Hartford 2000, the MetroHartford Alliance, the Central Regional Tourism District, the Greater Hartford Convention & Visitors Bureau, the Connecticut Office of Tourism, and the Office of Governor.

The *Hartford, New England's Rising Star* campaign is funded by the Hartford Foundation for Public Giving, area corporations, regional businesses, and the Hartford Image Project members.

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