



Jesse White

SECRETARY OF STATE

NEWS

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Jesse White Receives Awards For Outstanding Video

Illinois Secretary of State Jesse White received three awards for the 2009 organ/tissue donor commercial.

The commercial won three bronze Telly awards in the categories of fundraising and appeals, not-for-profit as well as videography and cinematography.

The Telly Awards honor outstanding local, regional, and cable TV commercials and programs, film and video productions, and web commercials, videos and films worldwide. Judges evaluate entries to recognize distinction in creative work - entries do not compete against each other - rather entries are judged against a high standard of merit. Less than 10% of entries are chosen as Winners of a Silver Telly, the highest honor. Other outstanding work is awarded a Bronze Telly.

"I'm very proud to receive these awards, but more importantly to be able to use video to help encourage people to sign up for this meaningful program," White said. "It's another tool aimed at helping to give others a second chance at life."

The commercial features recipients and donor families encouraging people to sign up to the organ and tissue donor registry.

Illinoisans can register by visiting www.LifeGoesOn.com, or calling the Illinois Secretary of State Organ/Tissue Donor Program at 1-800-210-2106, or while obtaining or renewing an Illinois driver's license or state identification card at any state driver's license facility.

The videos were produced by AdCo Advertising Agency in Peoria.

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