



For Immediate Release

## Media Alchemy PSA Wins National Awards.

*Media Alchemy's "A Jubilee Woman Is..." , winner of an Award of Excellence from The Videographer Awards, and a top finalist in the highly competitive Stevie Awards.*

Seattle, Washington-May 15<sup>th</sup>, 2006- Media Alchemy, Inc., a leading media production company based in Seattle, announced that their public service announcement, "A Jubilee Woman is..." , is listed among the top five entries in the American Business Awards for Public Service Announcements. This is the second award for this ground breaking PSA, which has already received an Award of Excellence from the 2006 Videographer Awards.

The "A Jubilee Woman Is..." PSA is designed to break some of the stereotypes about homeless women, who are the primary clients of the Jubilee Women's Center. Using a hip, animated style the commercial looks like it might be a fashion ad - until you realize all the positive messages on screen (beautiful, talented, employed) also apply to homeless women. This PSA has run countless times on both the local ABC and NBC affiliates.

"Jubilee Women's Center is so fortunate to have worked with Media Alchemy, as it is rare for a small non-profit group to receive such a high quality production," said Susan Fox, Executive Director of the Jubilee Women's Center. "Not only was the PSA well received when it debuted at our annual benefit event, but we also have received wonderful feedback and support each time it runs on the local TV stations."

Jubilee serves approximately 60 women each year with long-term supportive housing and an additional 500 women each year through information and referral services.

"The Jubilee Women's Center is an amazing place that provides hope and a new start to hundreds of women," said Erik Holsinger, Media Alchemy's president and the shows producer and director. "We are honored to be a part of this effort, as well as the very appreciative of how well the PSA has been received by the community and with these prestigious awards competitions."

### **About Media Alchemy**

Media Alchemy, Inc. ([www.media-alchemy.com](http://www.media-alchemy.com)) is a Seattle-based production company that prides itself in transforming ideas into extraordinary media. Combining state-of-the-art media technology with traditional story telling, Media Alchemy productions are unique experiences that have been shown in everything from interactive theme park rides to broadcast video productions.

### **About The Stevie Awards**

Nicknamed the Stevies for the Greek word "crowned," the Stevie Awards honor the efforts, accomplishments, and positive contributions of companies and business people worldwide. The Stevie Awards are a part of the American Business Awards, the first national, all-encompassing business awards program honoring great performances in the workplace. This year over 1,500 PSAs were submitted for the competition, which the New York Post hails as the as "the business world's own Oscars."

### **About The Videographer Awards**

The national Videographer Awards competition acknowledges programs for their ability to communicate a message or capture an event, and are regarded as communications professionals who are raising the standards of the industry. Media Alchemy's "Jubilee Woman Is..." PSA was among 2,327 entries in this years competition.

For more information or production images contact:  
Monique Kleinhans,  
Media Alchemy, Inc  
Tel: (206) 783-5669  
[Monique@media-alchemy.com](mailto:Monique@media-alchemy.com)