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Idaho AEYC, IdahoSTARS & Moonshadow Productions win Ava's Gold for "Investing In Idaho's Future"

Moonshadow Productions announced today that it earned a Gold Award in this year's Ava International Film and Video competition for its production "Investing In Idaho's Future." This DVD was co-produced with Idaho AEYC and IdahoSTARS.

In the 2007 judging, Karen Mason, M.S.W., Executive Director of Idaho AEYC and Charlie Chapin, Ph.D., Executive Producer, Moonshadow Productions, won the Ava Award for writing, directing and producing a research-based, educational documentary aimed at improving community understanding of the importance of assuring quality early childhood environments and care. "Investing In Idaho's Future" scored Gold achievement in the Best Informational Film and Video category. Subsequent awards for this production also went to Charlie Chapin III for Editing, Jennifer Wadner for co-writing, and Derek Isetti for Hosting. 1000 DVD's will be distributed free of charge as the cornerstone educational piece on which community understanding of child care form a critical component to strengthening families and building Idaho's economic future.

What is the Ava Awards?

The international Ava Awards (Audio/Visual Awards) recognizes outstanding work by creative professionals involved in the concept, writing, direction, shooting, and editing of audio/visual materials and programs. Entries include film, analog and digital productions viewed in a wide variety of mediums- from movie screens to televisions to computers. Entrants include video and film production companies, web developers, advertising agencies, PR firms, corporate and government communication departments, producers, directors, editors, and shooters.

Who oversees the Ava Awards?

The Association of Marketing and Communication Professionals (AMCP) (www.amcpros.com) administers the program. The international organization consists of several thousand marketing, communication, advertising, public relations, media production and free-lance professionals who have entered AMCP competitions. The organization's roots go back 14 years. The Advisory Board oversees awards and recognition programs, provides judges and sets standards for excellence.

AMCP also administers the MarCom Awards and Hermes Creative Awards, perhaps the largest and most prestigious international recognition programs for marketing and communication professionals. Other winners this year include HBO, Grizzly Adams Productions, IBM, Intel Corporation, Lockheed Martin, Disney, PGA, Qualcomm Enterprises, among many other notable companies.

More on Moonshadow...

Charlie Chapin, Ph.D., also won two Ava Awards for writing, directing and producing a research-based, educational documentary aimed at preventing first time methamphetamine use. "Choose Life or Choose Meth" scored Platinum achievement in both the Best Documentary and Best Informational Film and Video categories. This brings Moonshadow's total national award count to 50, which also include The Vision, The Aurora, The Communicator and The Videographer awards. In 2003 and 2004 Moonshadow also won the Best Documentary and the Indelicato Awards for Best Films Produced in San Joaquin County (California) at the Delta Film Festival in Manteca. "We make movies that make a difference and people appreciate the results. Investing In Idaho's Future and *Choose Life or Choose Meth* are clearly the most important work we've produced. To the extent to which these documentaries can prevent the human suffering that's associated with either child neglect or methamphetamine addiction, the movies have done their job."