



**PEPPERSHOCK**  
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FOR IMMEDIATE RELEASE

**TV commercial produced locally wins a prestigious Telly Award**

**Nampa, ID** – Peppershock Media and The Idaho Center Auto Mall are the recipients of a Bronze Telly from the 34<sup>th</sup> Annual Telly Awards. The award was earned from the outstanding work on the “Shoot for the Moon” television commercial filmed and produced in the Treasure Valley.

The TV commercial was selected out of nearly 12,000 entries from all 50 states and five continents. The commercial is a part of a larger campaign that includes the currently running “Flyway to the Endzone” contest sponsored by the Idaho Center Auto Mall. The contest is giving away Boise State football season tickets and a trip to the season opener at the University of Washington.

Founded in 1979, the Telly Awards is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest video and film productions, and web commercials, videos and films. Winners represent the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world.

A prestigious judging panel of over 500 accomplished industry professionals, each a past Winner of a Silver Telly and a member of The Silver Telly Council, judged the competition, upholding the historical standard of excellence that Telly represents. The Silver Council evaluated 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.

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