



526 West 26th Street, Suite 515
New York, New York 10001
212.206.0055 [NEW YORK](#)
323.272.4132 [LOS ANGELES](#)
www.newscastus.com [WEB](#)
contact@newscastus.com [EMAIL](#)

Contact: Jim Sulley
jsulley@newscastus.com
212 206 0055

**HIGH-ENERGY VIDEOS EARN NEWSCAST
TWO SILVER TELLY AWARDS**
Top Honors in Environmental Category

New York (June 16, 2010) -- Media communication consultancy [newscast](#) earned two Silver Telly awards, the competition's highest honor, in the 31st Annual Telly Awards, for their work with SOYJOY and public relations agency Porter Novelli, for videos highlighting the creative use of soy in both fashion and cuisine.

"We are honored to receive these awards for our work," said Jim Sulley, president of **newscast**. "Our team worked very hard on these projects, and to be recognized for the effort with such a prestigious award is very gratifying. The folks at SOYJOY and Porter Novelli created impressive events that lent themselves to creative and compelling storytelling."

newscast worked with Porter Novelli to bring to life two key PR programs for the year. Both programs were interactive, involved consumer engagement and were the first of its kind for the brand. While the events were completely different concepts, both had the ultimately generate awareness of SOYJOY among key influencers.

- "Fashionably Natural" showcased three up-and-coming designers who work with eco-friendly materials. Their lines were shown during LA Fashion Week, in a show sponsored by SOYJOY and GenArt.
- In "Eco-Cuisine: Battle of the Chefs," three Los Angeles area chefs competed in a live competition creating dishes using soy. The video capturing the 2-hour competition was edited overnight and distributed to media and the Internet the following morning.

"We're thrilled to hear that two of SOYJOY's events were recognized by the Telly Awards," said Rebecca Zimmermann, brand manager for SOYJOY. "Both the Fashionably Natural and the Battle of the Chefs were innovative events that allowed the SOYJOY brand to reach consumers in new ways and educate them about soy."

Founded in 1979, the Telly Awards is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest film and video productions, and groundbreaking 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.

The videos can be viewed at: http://www.newscastus.com/Video_and_Audio.php

newscast was also recently honored with an Award of Excellence, Bronze, Digital Video and is a Gold Finalist Sabre Social Marketing Awards for their video for N.E.D. No Evidence of Disease, a group of six oncologists who formed a rock band to raise funds and awareness for gynecologic cancers.

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About newscast

newscast is a media communication consultancy that defines, creates and delivers engaging content across multimedia platforms anytime, anywhere in the world. Harnessing the power of 21st century digital communications, **newscast** understands today's complex and dynamic media environment and the unique demands of both advanced and traditional platforms. With award-winning photographers, video producers, designers, Web developers, editors and communications professionals, **newscast** boasts top-level national and international press experience.

About SOYJOY

SOYJOY is an all-natural, nutrient-rich food baked with whole soy and real fruit. All soy comes from soybeans, which are naturally grown beans similar in size to a pea. Whole soy is minimally processed and is a rich source of vitamins and minerals including folate, potassium, magnesium, zinc, iron and calcium. The whole soybeans in SOYJOY are ground to keep the naturally-occurring fiber, protein, vitamins, minerals and other nutrients intact. Each SOYJOY offers a combination of high quality protein, fiber and fat, which helps to provide sustained energy without a lot of calories. SOYJOY is available in a variety of great flavors: Blueberry, Apple, Strawberry, Berry, Mango Coconut, Peanut Chocolate Chip and Raisin Almond. For more information, please visit www.SOYJOY.com.

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