



NEWS RELEASE

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K. Morgan Associates
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NEW HAVEN, CONNECTICUT: K. Morgan Associates Commercial Painting Contractors win international award for company video

The prestigious International Telly Award for video and television excellence was awarded to K. Morgan Associates in New Haven, CT. The idea for creating the video came from K. Morgan's President, Don DeMaio, who wanted to educate customers on the myths of painting in the cold winter months.

"It always amazed me how painting projects are most often avoided in the winter. There are so many myths surrounding painting in the cold, I wanted to educate buyers on the many benefits of winter projects by dispelling those myths," said Mr. DeMaio.

The company had already developed a character that was used in its marketing initiatives. The cartoon character's name, "Manny Hats" was developed out of the fact that Facility Managers have to wear many hats and need to be more productive. "Painting in winter is a highly productive and cost-saving step for customers," added Mr. DeMaio. Manny Hats was cleverly transformed from a cartoon character into a real person in the video. Manny walks the viewer through a debunking of the major myths regarding winter painting, and presents the many benefits it provides customers. The video was produced by K D Visions in Connecticut. Anthony DeMaio directed the video, Al Pirozzoli created the storyboard and script.

This 35th Annual Telly Award contest included some 13,000 entries including entries from 5 countries. For three decades the Telly award statuette has been a symbol of creative excellence.

K. Morgan Associates is a full service commercial painting contractor with customers in Retail, Corporate, Healthcare, Manufacturing, Tech Facilities, and Institutions. The company is well known for simplifying projects for facility and property managers.

For more information go to www.KMorganAssociates.com or call 800-879-6990

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