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Contact: Beth Knapinski
Director of Marketing Communications
(o) 920-734-3358 | (c) 920-279-3466
bknapinski@foxcities.org

Fox Cities seasonal tourism film earns Telly Award for videography and cinematography
Mirrorless Productions and Fox Cities Convention & Visitors Bureau partnered to create the award-winning film

GRAND CHUTE, Wis. (May 28, 2020) – A Fox Cities Convention & Visitors Bureau (FCCVB) seasonal tourism film won a bronze award for videography/cinematography in the non-broadcast film category in the 41st Annual Telly Awards. The Telly Awards highlight the best works recorded for cross-channel media each year, and the winners represent the work of advertising agencies, television stations, production companies, publishers and their clients from around the world.

Fox Valley-based Mirrorless Productions produced the two-minute film, “Fall in the Fox Cities,” in collaboration with the FCCVB as part of the FCCVB’s broader work to promote tourism in the Fox Cities. The film featured footage from High Cliff State Park in Sherwood, Heckrodt Wetland Reserve in Menasha, Cuff Farms in Hortonville and the Town of Clayton and Town of Greenville countryside.

“Our partnership with Mirrorless Productions continues to exceed expectations. Together, we’re creating engaging video content, like ‘Fall in the Fox Cities,’ that inspires viewers to experience the Fox Cities in meaningful and authentic ways and to inspire travel to our region,” FCCVB Director of Marketing Communications Beth Knapinski said. “Our marketing partners and agencies are true extensions of the FCCVB marketing team and are paramount to our success in reaching potential visitors, inspiring travel and, in turn, supporting our local economy. This award is a testament to the talent and skill Mirrorless Productions brings to that strategic and creative work.”

In addition to Mirrorless Productions, the Telly Awards attracted more than 12,000 entries from all 50 states and five continents last year from top content producers such as the BBC, Condé Nast, Netflix and Ogilvy & Mather.

“We are so proud to win this award because one of the reasons we started a video company here was to showcase how amazing the Fox Cities and Fox Valley really is. It was meant to be that our first commercial award is for a video that supports that,” Alex Belville, Mirrorless Productions owner and the film’s director, said. Geoffrey Pritzl also worked on the film as associate director.

The full list of the 41st Annual Telly Awards winners can be found at www.tellyawards.com/winners. “Fall in the Fox Cities” is available for viewing on www.foxcities.org and all FCCVB social media channels.

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The Fox Cities Convention & Visitors Bureau strengthens the local economy by investing in and promoting our community. In the Fox Cities, which includes 19 communities, visitor spending totaled more than \$511 million in 2019. The Fox Cities Convention & Visitors Bureau estimates this direct spending supported more than 5,850 jobs and \$114 million in income for Fox Cities residents.