

Midas Records and Evidential Productions Receive Nationally Recognized Telly Award for Rush of Fools video EPK



Award-winning EPK shares heart of the band as well as the vision behind the hit #1 radio single, "Undo"

(NASHVILLE, TN) June 25, 2007 -- Midas Records and Evidential Productions have been recognized with a Silver Telly Award (the highest honor) in the Commercial Online Media Promotion category, by the 28th annual Telly Awards association. The award was presented in recognition for Midas Records' band Rush of Fools and its video electronic press kit (EPK), directed and produced by Billy Brown of Evidential Productions. For over a quarter century, the Telly statuette has been a symbol of creative excellence in film, video, commercial, broadcast and non-broadcast media. Other Telly Award winners this year include HBO, Discovery Channel, Christian Broadcasting Network, FX Network, Geico, Disney-Pixar, New Line Cinema, 20th Century Fox, PBS, Columbia Records, NBC and Warner Bros.

The four-minute EPK features footage from the group's high definition (HD) music video of it's #1 record-breaking, hit radio single, "Undo," plus behind-the-scenes footage, which includes live performances and in-studio shots of the band recording their self-titled album. Band members, Wes Willis and Kevin Huguley intimately share throughout the EPK, details of how the group was started and in-depth conversation about their hearts, ministry and passion for their listeners to experience worship and like them, "rush in to the throne of God."

The Telly Award is one of the most sought-after awards by industry leaders, from major international firms to local production companies and ad agencies. This year, over 13,000 entries were received. For more information about the Telly Awards, visit <http://www.tellyawards.com>.

For more information about Rush of Fools, please visit <http://www.rushoffools.com>, <http://www.myspace.com/rushoffools> or view the band's new interactive online press room, which includes the Telly Award-winning video EPK, at <http://www.labmediaonline.com/rushoffools>.

Midas Records, Inc. is a full service record label, established in 2001, whose vision is to provide a platform for the development of long-term career goals for recording artists in the Contemporary Christian and Country genres. For more information visit <http://www.midasrecords.com>.

Evidential Productions is an award winning video production company specializing in shooting and producing Music Videos, custom artist EPKs and live multi-cam music concert events. For more information, contact Billy Brown at 615-403-0388 or visit <http://www.evidentialproductions.com>.

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