**CIE’s “JFH: JUSTICE-FOR-HIRE” WINS A 2013 SILVER TELLY**

**New York, NY – June 10, 2013** **–** The Telly Awards has named Willow Road Animation on behalf of Creative Impulse Entertainment as a Silver winner, the council’s highest honor, in the 34th Annual Telly Awards for their motion-comic animation piece **“JFH: Justice-For-Hire – Pilot Episode”**. With nearly 11,000 entries from all 50 states and numerous countries, this is truly an honor.

**“JFH: Justice-For-Hire – Pilot Episode”** was adapted from the original comic book series “JFH: Justice-For-Hire” under the direction of co-creator Jan Lucanus. With artwork by veteran Spanish artist Anotonio Rojo, lead animator Zach Shelton along with creative partner Melissa Hensley (both of Willow Road Animation), utilized cutting-edge 3D modeling and CrazyTalk Animator lip-sync technology from Reallusion, a vital partner on the project. The work debuted at the 2012 Martial Arts Extravaganza at the San Diego Comic Con International.

https://vimeo.com/67982313

The Telly Awards is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest video and film productions, and online commercials, video 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 Telly Awards has a mission to honor the very best in film and video,” said Linda Day, Executive Director of the Telly Awards. “CIE’s accomplishment illustrates their creativity, skill, and dedication to their craft and serves as a testament to great film and video production.”

Jan Lucanus is the Founder and President of CIE and Director of the **"JFH"** motion-comic. He comments, "CIE and its collaborators are really touched by this award, especially considering the art form of motion-comics is still so young. What we really tried to emphasize during the animation process was the *pacing*, and by that I mean adapting the format of the comic book page to the screen and having it come across as authentic – to look, sound, and feel like a movie. That's the goal of CIE's work on every platform – to be movie ready."

Lead Animator Zach Shelton adds, "Receiving the Telly was such a pleasant surprise. But this is really a team win. The animation wouldn’t look half as good without Jan’s visionary creative direction as well as critical ingredients from fellow artisans, namely the stylized original artwork and theatrical quality sound design. It has been an inspiring journey.”

Co-Producer Andrew Vannata chimes in, "I think Zach only now caught up on lost sleep during the lead-up to San Diego Comic Con. And we couldn't be happier that he's waking up to the Telly. She's beautiful."

For inquires, please contact **Susan Pickover**, Producer at Willow Road Animation: susan@willowrd.com or (732) 672.8262