



CWC Wins Aurora Award

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Clean Water Campaign won an Aurora Award for its public service announcement television spot that introduced the unnamed mascot (sometimes referred to as Mr. Raindrop or Raindrop) to the region. The TV spots colorfully illustrate how rainwater picks up harmful pollutants enroute to our streams and rivers. The spots ran on WSB-TV from March through May of this year and again in October.

The Aurora Awards are designed to recognize local, regional, independent and industrial media production excellence. Some other winners from this year include:

- Mandalay Sports Entertainment
- i.d.e.a.s. at the Disney MGM Studios
- Target Corporation
- American Red Cross
- The History Channel
- MOEN Corporation
- Lincoln Mercury
- Warner Brothers Idea Place
- The United Way

The Aurora Awards is a international competition designed to recognize excellence in the film and video industries. It specifically targets programs and commercials that would not normally have the opportunity to compete on a national level, by focusing on non-national commercials, regional or special interest entertainment and corporate sponsored film and video. Entries have come from across the US, and abroad. such as Canada, Hong Kong, Denmark, Mexico, etc.

For more information about the Clean Water Campaign, contact Kelley O'Brien at (404) 463-3259 or visit the web site at www.cleanwatercampiagn.com.