



UPSTATE MASONRY INSTITUTE

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FOR IMMEDIATE RELEASE:

Upstate Masonry Institute’s “For a Future That Matters” Video Wins Telly Award

ALBANY, NY – Upstate Masonry Institute (UMI) is proud to share that its recent industry video titled “For a Future That Matters” was selected as a Telly Award winner.

Produced by Galileo Media Arts based out of Saratoga Springs, NY, the video won for General Branded Content in Video Advertising. Hailed as the honor of excellence in local, regional and national video content, The Telly Award is the leading national award organization honoring excellence across all screens. The Telly Award Judging Council is comprised of a group of 200+ working industry leaders.

“When we decided to invest in video content, we knew we had a vision, our objective was to promote masonry, highlighting the short- and long-term benefits of building with such a superior product. Galileo truly captured the essence of masonry, we couldn’t be happier with the outcome of all the videos that they brought to life.”

– Amanda Bedian, Director of Business Development and Marketing – Upstate Masonry Institute

Upstate Masonry Institute is dedicated to improving the overall utilization of masonry materials of all types in the Upstate New York area in commercial, industrial and institutional construction projects. UMI represents the masonry industry, by educating the public and industry about masonry, providing the knowledge and means of increasing efficiency and productivity in masonry, and advocating the increased use of brick, block and stone.

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Find The Telly Awards Online:
Website: www.tellyawards.com

About The Telly Awards

The Telly Awards is the premier award honoring video and television across all screens. Established in 1979, The Telly Awards receives over 12,000 entries from all 50 states and 5 continents. Entrants are judged by The Telly Awards Judging Council—an industry body of over 200 leading experts including advertising agencies, production companies, and major television networks, reflective of the multi-screen industry The Telly Awards celebrates. Partners of The Telly Awards include NAB, StudioDaily, Stash Magazine, Storyhunter, ProductionHub, VR/AR Association, The Wrap and Digiday.