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RK Venture Wins Bronze Telly Award for 2017 State Fair Campaign

ALBUQUERQUE – Local advertising agency RK Venture announces that they have won a bronze Telly Award in the category of Local TV for their development of the 2017 “New Mexico State Fair: Now That’s Real News” television campaign. The campaign was developed over the course of several months in cooperation with The New Mexico State Fair and was a satirical play on the “Fake News” trend of the previous year. 2018 will be the third year that RK Venture has worked with The New Mexico State Fair to develop their advertising campaign.

The Telly Awards are an annual award based in New York City and includes executives from ESPN Films, Hearst Media, RYOT, Vice+ and Vimeo. Previous year’s winners include Bloomberg, CBS Interactive, Comcast, Conde Nast, Discovery Communications, Disney, ESPN, HBO, Time Warner and the HuffPost.

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 multiscreen industry The Telly Awards celebrates. Partners of The Telly Awards include NAB, StudioDaily, Stash Magazine, and Digiday

Links to the winning advertisements located below:

<https://www.youtube.com/watch?v=o2eo6Wyzu2I>

<https://www.youtube.com/watch?v=ZutDOLFcAL4>

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