

Bluefoot Entertainment's Trophy Shelf Can't Support Added Weight, Topples Over



West Hartford, Conn. - June 2007 - For the second time in three years, Bluefoot Entertainment, the West Hartford, Connecticut-based television production company, wins an Emmy Award for 'Outstanding Long Feature.' Soon after this award was announced, the company earned its second Emmy Award on night for its contributions to the ESPN's Sunday NFL Countdown broadcast, which won for 'Outstanding Weekly Studio Broadcast.'

Earlier this year, Bluefoot also cleaned up at the New York Festivals Awards, claiming four of the 14 awards that the ESPN network received in total, including the only two Gold World Medal award winners, the highest New York Festival accolade. The New York Festivals, now in its 50th year, is an international competition run by the International Awards Group that recognizes creative achievements in film and video.

And if that wasn't enough, Bluefoot also was recently honored with eight Telly Awards! Six of the awards celebrate television presentations which Bluefoot collaborated on with ESPN and two Telly Awards honor projects which Bluefoot wrote and produced for New Balance Athletic Shoe. The Telly Award is an international accolade celebrating excellence in television commercials, programs and productions.

The two Emmy Awards were announced the evening of April 30th by the National Academy of Television Arts & Sciences at a special ceremony at the Frederick P. Rose Hall, Home of Jazz at the Lincoln Center in New York City. These awards run Bluefoot's count to five Emmys it's received for its work with ESPN. Not bad for a company that's been in existence for just over three years.

For Bluefoot editor Timothy Horgan, the scene was reminiscent to the 2005 Sports Emmy ceremony, where he received an award for the same category. "This year's winning feature was worked on by all of the editors at Bluefoot so it's further indication that the company is truly running on all cylinders," said Horgan, who is also the founder of Bluefoot Entertainment.

The winning long feature aired on ESPN's Sportscenter program and commemorates the ten year anniversary of the night Travis Roy was paralyzed on the ice in his first hockey game for Boston University. Travis Roy trained for a college hockey career since he was a toddler when his father put him on skates prior to his second birthday. But eleven short seconds into his college hockey debut, Travis slammed headfirst into the boards, severing several vertebrae in his spine and sentencing him to a life as a quadriplegic. Yet as Travis lay motionless and frightened on the ice, he whispered to his father who knelt by his side "Dad, I made it."

Reporter Tom Rinaldi takes the viewer through the two lives of Travis Roy; from the ambitious, young skater from Maine to the motivated quadriplegic in Boston, and every inspirational accomplishment in between. The piece touched the hearts of every person who, ten years later, have never forgotten about Travis Roy. Travis is now a motivational speaker and heads the Travis Roy Foundation for spinal cord injury survivors. A true New England legend, Travis became the first Boston University hockey player to have his number retired, an honor revered in college sports and yet bestowed upon an individual so profoundly different today than the day he donned the jersey.

ESPN feature producer Lisa Fenn joined Tom Rinaldi at the event to accept the 'Outstanding Long Feature' award, her second career Emmy. ESPN senior coordinating producer Craig T. Lazarus along with coordinating producers Robbyn Footlick, Andy Tennant and Glenn Jacobs were also on hand to accept the honor.

ESPN also received an Emmy for Outstanding Weekly Studio Show for its Sunday NFL Countdown broadcast. Bluefoot's regular contributions to the show included two weekly features for which editor Matt McCormick worked on exclusively with a handful of ESPN producers. McCormick regularly edited the Mayne Event, a humorous take on an NFL-related story hosted by studio mainstay Kenny Mayne, and a weekly feature covering topical issues in professional football. The show is entering its 23rd season and features such big names as Chris Berman, Stuart Scott, Tom Jackson, Ron Jaworski and Mike Ditka.

To view the winning features and for more information, please visit www.bluefoot.tv.

Bluefoot Entertainment, located in West Hartford, Conn., is a television and film production company which deals primarily in high end, high definition sports television. Bluefoot Entertainment combines decades of sports television experience. Bluefoot has collaborated with ESPN on many major projects, producing content for the broadcast of Major League Baseball, NFL, NCAA Football and Basketball, X Games, The Heisman Trophy Awards, The College World Series, ABC Super Bowl coverage and many others. Bluefoot is also the primary video production facility for New Balance Athletic Shoe, Inc based in Boston, Mass.

Contact:

Daniel Horgan
Bluefoot Entertainment
860 236-4504
fax 860 236-5148
daniel@bluefoot.tv
www.bluefoot.tv