



Bluefoot Entertainment Accepts a Supreme National Award for Excellence in Television

West Hartford, CT: September 2006 - For the second year in a row, Bluefoot Entertainment will accept a supreme national award for excellence in television. On Thursday June 22, an ESPN feature which Bluefoot edited was officially announced the winner of the prestigious national Edward R. Murrow Award for excellence in journalism. The award is given annually by the Radio-Television News Directors Association & Foundation and is known as the Pulitzer Prize equivalent for radio and television. The official award presentation will take place on October 16, 2006 in New York City. The honor bestowed to the ESPN/Bluefoot project is for Sports Reporting, the only sports-related category the Murrow Award judging panel recognizes.

The winning feature commemorates the 25th year since the passing of Terry Fox, a Canadian tragic hero, and aired on ESPN's Sportscenter program. Bluefoot Entertainment has quickly made a name for itself by producing eye-catching and captivating work and was awarded for it a year ago with its first Emmy Award. This year, Bluefoot added two more Emmy Award trophies to its shelf for its work on a pair of ESPN projects. The national Murrow Award is a different type of recognition, awarded for exceptional presentation of content. "The Edward R. Murrow Award is about pure substance," says Timothy Horgan, founder of Bluefoot and editor for the Terry Fox project. "This award recognizes a lot more than fine imagery and production. It means the world to us because it amplifies a point that we hold sacred: content and story are first and foremost."

Horgan's point is proven as most of the footage used in the feature is at least 25 years old.

Terry Fox was diagnosed with bone cancer when he was only 18 years old and forced to amputate his right leg six inches above the knee. While in recovery, Fox found inspiration in the courage of children even younger than he who were also battling cancer. He set out to run from the easternmost tip of Canada to the westernmost point of Canada to raise funding and awareness for cancer research. Terry ran 26 miles a day, a marathon each and every day on a prosthetic leg. He called his quest the Marathon of Hope. Terry touched the heart of the entire country with his heroic effort, but sadly, after 143 days and 3,339 miles traversed, had his journey cut short by shortness of breath and a worsening cough. Terry was sent to the hospital where doctors found that the cancer returned and tumors spread throughout his lungs. Terry Fox passed away at the tender age of 22.

"The effort and courage of Terry Fox is absolutely breathtaking," Horgan explains. "It is truly an honor that Bluefoot could be involved in telling his story. Our thanks go out to ESPN for that opportunity and to the Murrow Award judging panel for celebrating it." Since his death in 1981, Terry Fox was voted as Canada's greatest hero in a national poll, commemorated with a Terry Fox postage stamp, and immortalized on the Canadian one dollar coin.

The ESPN producer for the feature is Dan Arruda. The winning feature can be viewed on the Bluefoot Entertainment website, www.bluefoot.tv.

Bluefoot Entertainment, located in West Hartford, Connecticut, is a television and film production company which deals primarily in high end, high definition television. Bluefoot Entertainment combines decades of sports television experience. Horgan and ESPN's 13-year relationship includes collaboration on many major sporting events including Major League Baseball, NFL, FIFA World Cup with Bono and U2, NCAA Football and Basketball, X Games, The Heisman Trophy Awards, The College World Series, ABC Super Bowl coverage and many others.

Bluefoot Entertainment is also the producer of the recently released "Harold Reynolds Presents: Baseball" instructional DVD series, as well as the production facility for New Balance Athletic Shoe in Boston, MA. For more information, take a look at www.bluefoot.tv .

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Bluefoot Entertainment

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