

## Cundari Takes Home Global Award with AIDS Conference Campaign

Cundari's opening film, "Time to Deliver" for the 2007 AIDS conference has won the 2007 Global Award for Consumer Film/Video. Thirty-six countries submitted their work into the 2007 Global Awards and judging sessions were hosted worldwide. Now in its 13th year, the Global Awards are recognized as the only awards dedicated to excellence in healthcare communications worldwide.

The opening ceremonies of the 2007 AIDS conference included presentations from leaders in the AIDS movement, in particular Bill and Melinda Gates and was attended by over 24,000 delegates from around the world. The response to the video extended beyond the opening ceremonies based on its strong impact on the audience. Not only did it evoke additional screenings held during the conference and during the closing ceremonies, copies have since been requested by educators around the world to support their efforts in their local communities.

Cundari produced the seven-minute film called "Time to Deliver" on a modest budget, which meant that Cundari had to find partners to team up with them on the project. "Cundari found a group of individuals who shared our passion for this event and what it could possibly mean for a cure for AIDS," says Fred Roberts, Creative Director of Cundari.

Cundari won the project over 20 agencies, including international submissions. Creative team Mike Dietrich and Tim Das worked together to develop the concept for the film. Das was asked to speak to 6,000 delegates after the screening to share his vision in making the film.

For more information, please contact: Jacqueline Parker, Marketing Communications Manager at (416) 645-2355, or by e-mail at [Jacqueline\\_parker@cundari.com](mailto:Jacqueline_parker@cundari.com). **CPM**

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