

FOR IMMEDIATE RELEASE  
November 2007

Contact: Ryan Keiffer  
970-419-3218

**A-TRAIN MARKETING COMMUNICATIONS, INC. GAINS INTERNATIONAL  
RECOGNITION FOR PUTTING A FACE ON MENTAL ILLNESS**

FORT COLLINS, COLO. – “As common – and treatable – as mental illness is, there are still people enduring mental illness alone because of a lack of awareness, a lack of understanding of mental illness and a lack of support from their community. No one wants to talk about it, and our silence is slowly suffocating the ones we love. The Larimer Center for Mental Health wants to change that.” Thus begins a promotional video developed by A-Train Marketing Communications, Inc. profiling the non-profit Larimer Center for Mental Health and its essential role and community impact in providing affordable mental health services and fighting the stigmas associated with mental illness. The video has been selected from among over 4,000 entries from across the U.S. and around the world as a 2007 Davey Awards winner, earning a Silver Award in the Film and Video category of Health and Wellness.

The Davey Awards are judged and overseen by the International Academy of the Visual Arts (IAVA), a 200+ member organization of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media.

“It’s a tremendous honor for us, the Center for Mental Health and our production partner, Digital Events, to be recognized with a Davey Award,” said Ryan Keiffer, A-Train Marketing Communications CEO and creative manager of the award-winning video production. “That we are being acknowledged for this particular project is even more satisfying, as our original goal for the video was to help bring awareness to the under-publicized topic of mental

health and to the invaluable affordable mental healthcare services the Center for Mental Health provides to our community,” Keiffer explained.

A-Train developed the creative concept, wrote the script, selected the production company, co-directed, identified and licensed stock video clips and managed the video editing. A-Train also negotiated pro-bono narration of the video by Roger Wolfe, the former Northern News Room Reporter for Channel 9 KUSA in Denver, and coordinated a panel of board members, LCMH staff and community representatives featured in the video.

The award extends a groundbreaking year for LCMH, which announced in August a partnership with Namaqua Center, a Loveland-based non-profit providing residential, day-treatment and community outreach services for children with emotional and behavioral disorders resulting from extreme neglect and abuse. Together, Larimer Center for Mental Health and Namaqua Center provide affordable mental health services to over 3,500 clients annually.

“A-Train Marketing helped us create a compelling piece about mental illness, its impact to our community and the services we provide,” said LCMH Executive Director, Randy Ratliff. “Receiving this honor is very exciting and I hope this recognition helps more people learn how important mental health is to us all.”

**About A-Train Marketing Communications, Inc.** – Founded in 1998, A-Train is a full service marketing and PR firm offering strategic market planning, publicity, message development, branding and positioning, print and web services and event and fundraising coordination. A-Train serves a local and national clientele in the non-profit and for-profit sectors. More information about A-Train is available online at [www.atrainmarketing.com](http://www.atrainmarketing.com) or by calling 970-419-3218.

**About Larimer Center for Mental Health** – LCMH is a private, not-for-profit organization dedicated to treating people with mental illnesses in Larimer County and to educating the public and creating community awareness of mental health. LCMH provides compassionate, comprehensive mental health services to a diverse public clientele, regardless of their ability to pay. To learn more about Larimer Center for Mental Health or to view the award-winning video, please visit [www.larimercenter.org](http://www.larimercenter.org) or contact Emily Dawson Petersen, LCMH Development and Marketing Director at 970-494-4226.

**About Digital Events** – Denver-based Digital Events specializes in film and video production, creative editing, broadcast motion graphics and advanced DVD authoring. For more information, please visit [www.digitalevents.tv](http://www.digitalevents.tv) or contact Mike Vargas at 303-350-1401.

###