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Contact: Juanita Berge  
(610) 892-7970 ext. 22  
juanita.berge@alliedpixel.com

**Allied Pixel Wins 5<sup>th</sup> National Award for Genesis DVD**

Allied Pixel has received a MarCom Award for its production of the nurse recruitment DVD, “Focus on Care” for Genesis HealthCare. That brings the total number of awards received for “Focus on Care” to a record total of five.

“Focus on Care” is a seven-minute video highlighting the exceptional career opportunities available to nurses at Genesis HealthCare. The video was shot on location at five Genesis facilities and features interviews together with extensive nurse-patient interactions.

Genesis HealthCare is one of America’s leading healthcare providers, with more than 200 centers across the country. In addition to ShortStay and LongTerm Care services, Genesis offers specialized Alzheimer’s care, orthopedic rehabilitation, ventilator care, dialysis care and assisted living services.

The MarCom Awards recognizes outstanding achievement in the fields of marketing and communications. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops and production companies.

Allied Pixel is a next-generation integrated media production company. It specializes in the convergence of video production, web development and interactive multimedia production. Its clients include some of America's best known companies and institutions. Allied Pixel create interactive websites, mobile applications, web and desktop-based applications, DVDs, CD-ROMs and kiosks – all with a singular passion for its work and dedication to excellence.

Allied Pixel represents the merger of Haley Productions and RSVP, two media production companies with distinguished reputations for innovation and customer service. As a single entity, Allied Pixel provides unprecedented technical and creative capabilities. For more information, please visit [www.alliedpixel.com](http://www.alliedpixel.com).

Stills and logo available upon request.