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**Philadelphia, PA April, 28<sup>th</sup>, 2005**

## **SBK Pictures and Jeffrey Berry win at the Philly Gold Awards**

**SBK Pictures and director Jeffrey Berry collected two first place awards at the 2005 Philly Gold Awards, Thursday April 28<sup>th</sup> in Philadelphia.**

**“Dogs Across America” - a short subject video for Pfizer Animal Health - won the Gold Award for Best of Pharmaceutical/Medical. The video competed with submissions from all media within the pharmaceutical category.**

**The video also won first place in the Pharmaceutical/Medical Patient Education category.**

**Jeffrey Berry created the concept with Larry Schwartz, SBK’s Executive Producer. SBK Pictures worked in partnership with Peck Marketing Group, the Exton advertising agency that handles the Pfizer Animal Health account. The video was shot in Miami, Florida and features breezy interviews with dog owners with their pets. The video was designed to educate dog owners about health risks to their pets.**

**SBK Pictures is the Ardmore, PA production company that features directors Jim McGorman and Jeffrey Berry. The company has enjoyed a longstanding leadership in the Philadelphia advertising and film communities. In addition, SBK produces linear and interactive corporate media. SBK is now operating in its 28<sup>th</sup> year and has recently produced projects for PA Tourism, Proctor & Gamble, Time Warner, and Intervet Pharmaceuticals, to name a few.**

**Contact Larry Schwartz, SBK Executive Producer or Barney Leonard, VP Corporate Media.**

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