



UNITED FRIENDS of the CHILDREN
Preparing Foster Youth for a Future That Works

FOR IMMEDIATE RELEASE

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United Friends of the Children and Illusion Factory Win 2005 Accolade and Davey Awards for “In Their Own Words” Production

Moving Film Offers Glimpse of Foster Youth Experiences

LOS ANGELES and WOODLAND HILLS – December 21, 2005 – United Friends of the Children (UFC), an organization dedicated to addressing the needs of emancipated foster youth in Los Angeles, and its creative partner Illusion Factory have won two prestigious industry awards for a film depicting the lives and experiences of foster youth participating in UFC programs. Entitled “In Their Own Words,” the film won a 2005 Accolade Award of Excellence in the Fundraising Category and a 2005 Silver Davey Award in the Charitable/Non-profit Category.

“We set out to give foster youth a voice so that the community can better understand the needs of this underserved population. ‘In Their Own Words’ depicts the personal experiences, successes and collective dreams of foster youth,” said Polly Williams, president, United Friends of the Children. “It was an honor to collaborate with the Illusion Factory on this important project. They did an excellent job capturing the spirit of the foster youth in our program, and showcasing what we’ve been able to accomplish and what work lies ahead.”

UFC and Illusion Factory debuted “In Their Own Words” at the organization’s biennial Brass Ring Awards Dinner this past April, in which the organization raised an unprecedented \$2.4 million for foster youth programs. The film can now be found on UFC’s Web site at www.unitedfriends.org.

“The Illusion Factory is extremely proud of its contribution to UFC. We were moved by the stories we heard and saw first hand the accomplishments of the organization that is priceless,” said Brian Weiner, chief executive officer, Illusion Factory.

The *Accolade Competition* was created to honor and give recognition to outstanding craft and creativity in film, video, television and commercials. Entries are judged by highly qualified professionals in the film and television industry. In winning an *Accolade*, UFC and Illusion Factory join the ranks of other high-profile winners of this most sought-after award.

The 2005 Davey Awards featured an incredible pool of over 2,000 entries from the best small creative firms in the world. The Davey Award honors intelligence, out-of-the-box thinking, and exceptional execution.

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About United Friends of the Children

Through its various programs, advocacy efforts and direct involvement with youth, UFC provides essential services to current and former foster youth, including transitional housing, independent living skills, career planning and development, counseling and mentoring, emergency assistance, and educational support that includes college readiness and college sponsorship. UFC was founded in 1979 by Nancy Daly Riordan and a group of friends interested in finding a direct and meaningful way to impact the lives of foster children in Los Angeles County.

To find out more about United Friends of the Children, please visit www.unitedfriends.org.

About Illusion Factory

For more than 25 years, The Illusion Factory (IF) has been responsible for the global promotion of more than \$5 billion in filmed, televised and live entertainment. The Illusion Factory designs and executes award-winning marketing campaigns produced in all forms of traditional and cutting-edge media: print, electronic, web, interactive, digital, broadcast and projected. Top studios and networks utilize The Illusion Factory's world-class design and production to promote their most valuable brands.

Illusion Factory Productions produces a wide assortment of products that empower people and make the world a better place. From RECONCILABLE DIFFERENCES, a weekly radio show that specifically addresses issues of Family Law, to the world's best workout video series for yoga (per Fitness Magazine), MARK BLANCHARD'S PROGRESSIVE POWER YOGA, to an innovative new women's self defense DVD entitled DEFENSE INCORPORATED: Volume one, LIVE TO TELL ABOUT IT, which was designed to help stem the tide of violence against women, to a brand new children's empowerment series of books called TOAD CATCHERS' CREEK, Illusion Factory Productions is following the path set forth by Gandhi in his quote.... We must be the change we wish to see in the world. The Illusion Factory - Inform and Empower Yourself

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