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**AMERICAN HOME FURNISHINGS HALL OF FAME INDUCTEE VIDEO
RECEIVES A SILVER TELLY AWARD**

HIGH POINT, N.C., July 22, 2020 – A video about American Home Furnishings Hall of Fame inductee Jim “Mack” McIngvale of Gallery Furniture (www.homefurnishingshalloffame.com/2019-videos) received a national Silver Telly Award for excellence in video and television across all screens. The video, produced by Elements Studio, was a winner in the Non-Broadcast: Not-for-Profit category of the 41st Annual Telly Awards. It is the second Telly Award for a Hall of Fame video.

Last year, The Telly Awards attracted more than 12,000 entries from top video content producers including Adult Swim, the BBC, Condé Nast, Complex Networks, Netflix, Refinery29, RadicalMedia, T Brand Studio and Ogilvy & Mather. The premier award honoring video and television across all screens, the Telly Awards receives entries from all 50 states and five continents. Entrants are judged by a council of more than 200 leading experts, including advertising agencies, production companies and major television networks.

“The purpose of the Hall of Fame videos with the inductees is to capture their leadership style and what drives them. We want to experience their passion. We want to inspire the industry to greatness and particularly, to showcase the inducted members of the Hall of Fame as role models for future leaders,” said Martin Ploy, Hall of Fame Foundation president. “The Telly judges obviously were touched by Mack’s energy, vision and generous heart for his customers and his community. Elements Studio showed us the person behind the retail store in a highly innovative way. It is easy to understand why they are a nationally recognized video team.”

“Elements Studio is pushing the boundaries for video and television innovation and creativity at a time when the industry is both rapidly changing and heavily impacted by the current crisis,” said Sabrina Dridje, managing director of the Telly Awards. “Our theme for this season, *Telly Award Winners Tell Great Stories* is a true reflection of the diversity of stories the community is skillfully able to tell. Now, more than ever, we need to celebrate them and those that bring global stories to our attention. This award is a tribute to the talent and vision of these creators.”

Elements Studio has produced nearly 30 videos for the Hall of Fame. It is an award-winning, full service, commercial video and photography studio with production facilities in High Point. Serving a diverse client base, Elements fulfills marketing, branding and promotional needs through the creation of innovative still and motion imagery. Elements works directly with clients or their agencies and covers local, regional, national and international markets.

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The American Home Furnishings Hall of Fame Foundation, Inc., is an industry-wide organization founded to preserve its history, to celebrate exceptional individuals who have made extraordinary contributions to the U.S. home furnishings industry, and to inspire a new class of innovation and leadership. Membership includes eligibility to nominate candidates for consideration by the Selection Committee, and the opportunity to help preserve the history and heritage of the industry. As a 501(c)3 nonprofit organization, 92 percent of all funds support our history and leadership programming. The organization currently is based in High Point, North Carolina, at 202 Neal Place, Suite 101, and can be reached at 336.882.5900. Watch for ongoing developments and details about the grand opening of our permanent home.

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