

THE BEST IN LOCAL TV *ARE RIGHT HERE.*



Official Finalists Guide



promaxbda

**LOCAL
AWARDS
2015**



**TELEVISION – VIDEO PRESENTATION
LOCAL STATION/PLATFORM BRANDING/IMAGE PROMOTION**

GENERAL BRANDING/IMAGE: NEWS STATION IMAGE – LARGE MARKET

11ALIVE NEWS, HOLDING THE POWERFUL ACCOUNTABLE
WXIA-TV

NEWS10 OSCARS- RED CARPET REAL STARS
NEWS10 KXTV

PEACE
WPIX-TV/ PIX11

WBZ: GET CLOSER
WBZ-TV

YOUR MORNING REBOOTED
KXAS NBC 5, PLANET 365, HOTHaus CREATIVE

GENERAL BRANDING/IMAGE: NEWS STATION IMAGE – MEDIUM MARKET

GEORGE KNAPP “SOME STORIES” - NOW YOU KNOW LAUNCH CAMPAIGN
KLAS-TV / “8 NEWS NOW”

GIMME SOME JIMMY
KFOR NEWSCHANNEL 4

ON YOUR SIDE DEFINED
WGRZ

WINTER IS NOT A SEASON; IT’S AN OCCUPATION.
WTNH

WISH-TV - WE’RE NOT DONE YET
WISH-TV

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FIND OUT WHO WINS AT STATION SUMMIT 2015

**JUNE 25
THE MIRAGE
LAS VEGAS**



HOSTED BY JONATHAN KITE
Star of **2 BROKE
GIRLS**





GENERAL BRANDING/IMAGE: NEWS STATION IMAGE – SMALL MARKET

ABC57 NEWS: SEE THE DIFFERENCE
WBND

NEWS 4 TUCSON ICE BREAK
KVOA-TV, TUCSON

WEATHER SCREENS
WTVA

WKBN HISTORY IMAGE
WKBN

YOUR BEST MORNING - JAY GALLE
WDSU CREATIVE SERVICES

GENERAL BRANDING/IMAGE: STATION IMAGE (NON-NEWS STATION)

TVA - LANCEMENT HIVER - FAMILLE ARTISANS
GROUPE TVA

“WHAT A GAME” - CSN IMAGE COMMERCIAL
COMCAST SPORTSNET CHICAGO & 11 DOLLAR BILL

ATLANTA’S CW IMAGE - “CRITICS”
WUPA-TV

WOTV IMAGE
WOTV

TVA - LANCEMENT ARTISANS
GROUPE TVA

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TOTAL PACKAGE DESIGN – STATION/CHANNEL: ON-AIR

DCW PROGRAMMING PACKAGE
TRIBUNE CREATIVE WEST

KSTP-TV 5 EYEWITNESS NEWS
KSTP-TV 5 EYEWITNESS NEWS

WGN-TV NEW LOOK
WGN-TV

WMLW: THE M
WMLW

SEASON OF SHARING
TRIBUNE CREATIVE WEST

GENERAL BRANDING/IMAGE CAMPAIGN – LARGE MARKET

11ALIVE NEWS, HOLDING THE POWERFUL ACCOUNTABLE
WXIA-TV

“WHY TURN TO NEWS 4?”
WNBC - NBC 4 NEW YORK

BEHIND THE SCENES
BELL MEDIA AGENCY

NBC4 IMAGE CAMPAIGN
KNBC

THIS IS THE TEAM YOU TRUST
WNBC - NBC 4 NEW YORK

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GENERAL BRANDING/IMAGE CAMPAIGN – MEDIUM MARKET

CTV MORNING LIVE EDMONTON - REAL PERSONALITIES
BELL MEDIA AGENCY

THE HANDS THAT BUILT CONNECTICUT
WTNH

TVA CAMPAGNE LANCEMENT AUTOMNE
GROUPE TVA

WINTER'S COMING
WGRZ

CTV NEWS EDMONTON - YOUR NEWS NOW
BELL MEDIA AGENCY

GENERAL BRANDING/IMAGE CAMPAIGN – SMALL MARKET

KHON2 - WORKING FOR HAWAII
KHON2

KREM 2 STORM TRACKER 2 TESTIMONIAL CAMPAIGN
KREM 2

WGNO-TV GOD BLESS LOUISIANA CAMPAIGN
WGNO-TV

WHY WE INVESTIGATE
WATERMAN BROADCASTING

WPTA YOUR STORY. MADE HERE
WPTA 21ALIVE

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HOLIDAY/SPECIAL EVENT PROMOTION

CP24 - 2014 TORONTO MAYORAL ELECTION "RACE FOR MAYOR"
BELL MEDIA AGENCY

FOR DAD
AMERICA CV NETWORK

GOOD DAY CHRISTMAS
CW31/KMAX

TVO HOLIDAYS 2014
TVO

TVS PROMO NOEL 2014
GROUPE TVA

CONTENT PROMOTION
PROGRAM PROMOTIONAL SPOT

WHITE COAT WOMAN
KSL TV

CW FLASH PROMO
KNVA

GET FLASHED
WSFL-TV

LIP DUB 2015
FOX 50/WRAZ

WHITE COAT MAN
KSL TV

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PROGRAM PROMOTIONAL CAMPAIGN

CTV EDMONTON - YOUR NEWS NOW
BELL MEDIA AGENCY

DARBY DOUGLAS RETURNS TO KHOU
KHOU-TV

METS ON PIX11
WPIX-TV/ PIX11

MODERN FAMILY WATCHES PHL17
WPHL

SILVI KNOWS
KING 5

SPECIAL EVENTS PROMO

BANK OF AMERICA CHICAGO MARATHON
WMAQ

FLORIDA SUPERCON CONTEST
SFL-TV

GOOD DAY COMIC CON
CW31/KMAX

GREAT FOREST PARK BALLOON GLOW & RACE
KTVI & KPLR/TRIBUNE

MOTHER'S DAY
WPIX

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DESIGN ID

HABILLAGE TVA - IDENTIS
GROUPE TVA

HOLIDAY IDS
WPIX

KOIN 6 WATCHING OUT FOR YOU IDS
KOIN-TV

SFL-TV HOLIDAY IDS
SFL-TV

TELEXITOS NETWORK ID
TELEMUNDO STATION GROUP

NEWS/INFORMATION PROGRAM SPOT

CTV EDMONTON - YOUR NEWS NOW
BELL MEDIA AGENCY

GLOBAL BC - NEWS HOUR IMAGE CAMPAIGN
GLOBAL BC

CTV VANCOUVER - BREAKING NEWS
BELL MEDIA AGENCY

I'M A TEN
FOX 17

CTV NEWS TORONTO - REPORTERS: "MICHELLE" "COLIN" "ASHLEY" AND "PAT"
BELL MEDIA AGENCY

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PROGRAM SPECIFIC PROMO – NEWS

#THANKFUL4 PROMO
WNBC NEW YORK

CCTV GLOBAL BUSINESS
PHOENIX MEDIA GROUP

CTV NEWS: CTV NEWS TORONTO REBRAND
BELL MEDIA AGENCY

GLOBAL NEWS BELIEVES IN A GREATER TORONTO
GLOBAL NEWS - SHAW MEDIA

NEWS 4 SAN ANTONIO TODAY DOLLS
WOAI-TV

IMAGE PROMO – NEWS

CTV NEWS - BUMPERS
BELL MEDIA AGENCY

GLOBAL NEWS BELIEVES IN A GREATER TORONTO
GLOBAL NEWS - SHAW MEDIA

KOIN 6 NEWS THIS MORNING RELAUNCH
KOIN-TV

MORNING MIX
FOX 17

NBC 5 INVESTIGATES “BECAUSE” + REPORTER INTERVIEWS
WMAQ

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INFORMATIONAL GRAPHICS – NEWS

KOIN 6 GRAPHICS

KOIN 6 AND MEDIA GENERAL

NEWSPOINT - TICKER AND STORY DROP

TRIBUNE CREATIVE WEST

ORION LAUNCH & RECOVERY

GLOBAL NEWS - SHAW MEDIA

SPECIAL REPORT_CPS COURT CASES

KXAN

TRACKING THE TROPICS: FLOOD DRIVING

WRAL-TV

SPECIAL NEWS REPORT OR EVENT PROGRAMMING

CTV NEWS TORONTO - "PODIUM" "ISSUES" "TRANSPORTATION"

BELL MEDIA AGENCY

GOOD WITNESS?

ABC22/SINCLAIR BROADCAST GROUP

NEWS10 - KIDS AND "THE MONEY TALK"

NEWS10 KXTV

SPECIAL REPORT: THE SECRET COST OF BUS ACCIDENTS

WTNH

TARGET 12: WHERE'S THE CHIEF?

WPRI

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SPORTS PROGRAM SPOT

2014 NBA PLAYOFF SPOTS NOAH/GIBSON/BUTLER
COMCAST SPORTSNET CHICAGO

GET READY
WDSU CREATIVE SERVICES

HOUSE OF FANS
SNY

WGN-TV CROSSTOWN CUP
WGN-TV

WGN-TV CHICAGO BULLS LAUNCH
WGN-TV

PROMO – SPORTS

MINITO BRASIL
TELEMUNDO OWNED STATIONS

ACC TOURNAMENT
WRAL-TV

FRIDAY NIGHT FRENZY
WLFJ/MEDIA GENERAL

HOUSTON DYNAMO “TRIBAL”
TELEMUNDO HOUSTON

RAIDERS
TRIBUNE CREATIVE WEST

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SPORTS: OPEN/TITLES/BUMPERS

LA KISS FOOTBALL ON KCAL9 SHOW OPEN
KCAL9 TV LOS ANGELES

NFL MATCHUP BUMPER
WRC WASHINGTON D.C.

SPURS FINAL TREJO
SPURS SPORTS & ENTERTAINMENT

WKBN YSU BASKETBALL OPEN
WKBN

YOU BET YOUR ASS
PHOENIX MEDIA GROUP

LIVE EVENT SPOT

2014/15 BULLS INDIVIDUAL GAME SPOTS (BULLS/CAVALIERS & BULLS/BLAZERS)
COMCAST SPORTSNET CHICAGO

BANK OF AMERICA CHICAGO MARATHON
WMAQ

PITCH
WPIX-TV/ PIX11

TVS MATCH D'OUVERTURE - MONTREAL VS TORONTO
GROUPE TVA

WBZ-BOSTON MARATHON 2014
WBZ-TV

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ENTERTAINMENT PROGRAM SPOT

"24" RETURNS AND WE'RE OUT OF COFFEE
KSAZ FOX 10 PHOENIX

"MRS. WOLOWITZ"
WKBD-TV (CW50)

PHANTOM GOURMET: FOOD FIGHT
WSBK-TV

THE FLASH ON CW31
CW31/KMAX

TVA - LANCEMENT DE PROGRAMMATION - HIVER
GROUPE TVA

HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM SPOT

CBS2 KCAL9 HAPPY HOLIDAYS 2014
KCBS KCAL TV LOS ANGELES

CTV CALGARY: STAMPEDE
BELL MEDIA AGENCY

KXAN TRAIL OF LIGHTS
KXAN

OLYMPIC DREAMS
KARE 11

CTV NEWS TORONTO - "PODIUM" "ISSUES" "TRANSPORTATION"
BELL MEDIA AGENCY

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ON-AIR CONSUMER TIE-IN PROMO

"DETROIT PROUD" CAMPAIGN
WKBD-TV (CW50)

DALLAS MORNING NEWS COMMERCIAL
KXAS NBC 5

JACK FM LOVES CBS 11!
KTVT CBS 11

MODERN LOOK FOR A MODERN FAMILY
WSFL-TV

TICKET RESALE
SPURS SPORTS & ENTERTAINMENT

UNSCRIPTED/NON-FICTION/REALITY PROGRAM SPOT

CP24 - 2014 TORONTO MAYORAL ELECTION "RACE FOR MAYOR" CAMPAIGN
BELL MEDIA AGENCY

OUT OF MIND, OUT OF SIGHT
TVO

TVA - LANCEMENT VOL 920
GROUPE TVA

CTV NEWS TORONTO - "PODIUM" "ISSUES" "TRANSPORTATION"
BELL MEDIA AGENCY

THE POLAR SEA
TVO

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DAYTIME PROGRAM SPOT

CP24 - BEHIND THE SCENES BREAKFAST "LINDSEY" "POOJA" "BILL" "JAMIE"
BELL MEDIA AGENCY

MILWAUKEE MOVES ELLEN FALL LAUNCH
WISN TV

ODD SQUAD TEASER CAMPAIGN
TVO

THE QUEEN LATIFAH SHOW - "QUEEN AT 4"
WUPA-TV

CTV MORNING LIVE EDMONTON - REAL PERSONALITIES
BELL MEDIA AGENCY

DAYPART/BLOCK OF PROGRAMS SPOT

BIG BANG UP COMEDY BLOCK
CW25

COWBOYS WANTED & MISSING
FOX 50/WRAZ

ELEMENTS OF COMEDY
KPLR/TRIBUNE

FAMILY GUY SIMPSONS COMBO
WSFL-TV

THE MANLY / MOLLY POWER HOUR
FOX 50/WRAZ

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“BEHIND THE SCENES” PROMOTION: LONG/SHORT FORMAT

CP24 - BEHIND THE SCENES “GEORGE” “BILL” “STEPH” “POOJA” “LINDSEY”
BELL MEDIA AGENCY

HARD ROCK MEDICAL READ THROUGH
TVO

LIP DUB BTS
FOX 50/WRAZ

CTV VANCOUVER - BEHIND THE SCENES
BELL MEDIA AGENCY

JAYNE EASTWOOD ON ANNEDROIDS
TVO

ON-AIR CONSUMER TIE-IN PROMO

“DETROIT PROUD” CAMPAIGN
WKBD-TV (CW50)

DALLAS MORNING NEWS COMMERCIAL
KXAS NBC 5

JACK FM LOVES CBS 11!
KTVT CBS 11

MODERN LOOK FOR A MODERN FAMILY
WSFL-TV

TICKET RESALE
SPURS SPORTS & ENTERTAINMENT

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PUBLIC SERVICE ANNOUNCEMENT

CARDBOARD KIDS
WOAI-TV

CTV VANCOUVER - HOPE STARTS HERE
BELL MEDIA AGENCY

WHEELING FOR HEALING
WISN TV

WNCN #BRAKE4BUSES
WNCN

CTV CALGARY: FRIENDS HELPING FRIENDS
BELL MEDIA AGENCY

PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN

ALBERTA CHILDREN HOSPITAL FOUNDATION BRAIN HEALTH
GLOBAL CALGARY

ENOUGHNC
WRAL-TV

HISPANIC HERITAGE MONTH
KNBC TV

NBC 5: EARTH WEEK
KXAS NBC 5

LEYENDO CON TELEMUNDO
KTMD TELEMUNDO HOUSTON

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ON-AIR COMMERCIAL ADVERTISEMENT

CALIFORNIA ASSOCIATION OF REALTORS PRESENTS: THOM FILICIA
NBCUNIVERSAL SKYCASTLE

FAMILY FEST DUCK RACE
FOX 50/WRAZ

STEAK-UMMM
NBCUNIVERSAL SKYCASTLE

CTV VANCOUVER - VANCOUVER JAZZ FESTIVAL
BELL MEDIA AGENCY

VISIT FLORIDA: "MI SOL ES TU SOL"
NBCUNIVERSAL SKYCASTLE

SYNDICATED/DISTRIBUTED PROGRAM CATEGORIES

PROGRAM PROMOTION SPOT OR CAMPAIGN: ENTERTAINMENT

"DANCE YOUR PANTS OFF"
WWJ-TV (CBS 62)

TALK SHOW 101
WCIU

TUDOR ABBEY FARM
TVO

TWO AND A HALF MEN "CHARLIE'S GREATEST HITS" CAMPAIGN
TRIBUNE CREATIVE WEST

JUDGE MATHIS: CHICAGO'S JUDGE
WCIU

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**TRADE OR INTERNAL MARKETING
(INDUSTRY FOCUSED: SALES, MARKETING OR UPFRONT PRESENTATION, ETC.)**

MARKETING VIDEO/PRESENTATION

“CBS 62 SALES TAPE”

WWJ-TV (CBS 62)

2014 BELL MEDIA UPFRONT - NEWS PACK

BELL MEDIA AGENCY

KARE 11 - GANNETT STATION SHOWCASE

KARE 11

TRIBUNE BROADCASTING INVESTOR REEL

TRIBUNE CREATIVE WEST

UNIVISION CHICAGO MARKET PRESENTATION

UNIVISION

SPECIAL CATEGORIES

SOMETHING FOR NOTHING

BROADWAY PROFILES

WPIX

CP24 - BTS “GEORGE”

BELL MEDIA AGENCY

DR. OZ - GETTING HEALTHY BACK ON TRACK

KDFW FOX 4

NEWS10 SKY 10

NEWS10 KXTV

WINTER IS NOT A SEASON; IT’S AN OCCUPATION.

WTNH

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BEST WORK NEVER SEEN

GLOBAL BC UNFILTERED - TWEETS
GLOBAL BC

STEFAN HOLT "RAPs"
WMAQ

TODAY IN NEW ENGLAND
WHDH TV

WCIU: GROOVELINE
WCIU

WINNING IS A HABIT
TODAY'S TMJ4

FUNNIEST PROMO

FRIDAY NIGHT BLITZ: IT'S GAME DAY!
ABC 33/40

NEWS10 TIN FOIL HAT GUY
NEWS10 KXTV

PHANTOM GOURMET: FOOD FIGHT
WBZ-TV

PLAYOFF BEARDS
WRC/NBC4

WPTA SPRING SNOWMAN
WPTA 21ALIVE

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CRAFT CATEGORIES

EDITING

THE HANDS THAT BUILT CONNECTICUT
WTNH

CP24 - 2014 TORONTO MAYORAL ELECTION "RACE FOR MAYOR"
BELL MEDIA AGENCY

DIGITAL PROMO DALLAS/FORT WORTH CITIES
TELEMUNDO39

SPECIAL REPORT: THE SECRET COST OF BUS ACCIDENTS
WTNH

TVA - LANCEMENT AUTOMNE 2
GROUPE TVA

COPYWRITING

IF YOU COULD...
KOMO 4

NEWS10 OSCARS- RED CARPET REAL STARS
NEWS10 KXTV

THE HANDS THAT BUILT CONNECTICUT
WTNH

'T WAS COWBOYS VS BEARS!
KTVT CBS 11

WGNO-TV GOD BLESS LOUISIANA "MUSIC" PROMO
WGNO-TV

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DIRECTING

CP24 - TWITTER "DON'T GET LEFT BEHIND"
BELL MEDIA AGENCY

FOX NEWS FIRST KIDS
KABB-TV

THIS IS HOME SUMMER
WGRZ

TVS - LANCEMENT IMPACT
GROUPE TVA

CP24 - 2014 TORONTO MAYORAL ELECTION "RACE FOR MAYOR"
BELL MEDIA AGENCY

BEST USE OF DESIGN

CTV MONTREAL SPIRIT OF GIVING
BELL MEDIA AGENCY

GET SPRUNG: TWO AND A HALF MEN
TRIBUNE CREATIVE WEST

NEWS10 FACEBOOK 200K
NEWS10 KXTV

SFL-TV FAMILY TREE SPOT
SFL-TV

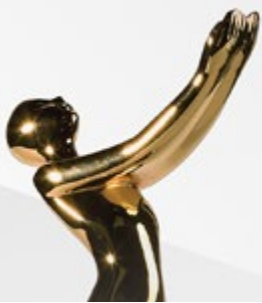
TVA - LANCEMENT VOL 920
GROUPE TVA

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USE OF ORIGINAL MUSIC IN A PROMO

ANGER MANAGEMENT CHARLIE MUSIC VIDEO
MOR

GET YOUR KICKS ON TV36
WARNER/CHAPPELL PRODUCTION MUSIC

IT'S CHRISTMAS TIME
KDFW FOX 4

LIP DUB 2014
FOX 50/WRAZ

NEWS4: UP TO THE MINUTE THE MINUTE YOU'RE UP
WRC/NBC4

MUSIC OR INSTRUMENTAL THEME WITH OR WITHOUT VOCALS

7PM ON TVO (FAMILY FACTUAL)
TVO

NEWS4: UP TO THE MINUTE THE MINUTE YOU'RE UP
WRC/NBC4

CTV VANCOUVER - PRIDE
BELL MEDIA AGENCY

SNOW DAY
WOOD TV

THE VALLEY OPENING THEME
WBTD-TV / MEDIA GENERAL

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SOUND DESIGN

A ROSE I GIVE TO YOU
WTTO CW21

CP24 - 2014 TORONTO MAYORAL ELECTION "RACE FOR MAYOR"
BELL MEDIA AGENCY

SPECIAL REPORT: THE SECRET COST OF BUS ACCIDENTS
WTNH

STAND UP, SPEAK OUT, STOP BULLYING
WRAL-TV

TVA TUEUR À GAGES
GROUPE TVA

**OUTDOOR, OUT-OF-HOME, PRINT AND POSTER
GENERAL AND CONTENT PROMOTION**

OUTDOOR/ENVIRONMENTAL/TRANSIT AD

FOX 10 NEWS/MODERN FAMILY TRAIN
KSAZ FOX 10 PHOENIX

THE VALLEY - DAYTON MALL AD
WBTV-TV / MEDIA GENERAL

TODAY IN LA OUTDOOR
KNBC

TYSONS TAKEOVER
WRC/NBC4

WGN-TV CELEBRITY NAME GAME SOLAR KIOSKS
WGN-TV

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OFF AIR DESIGN

2014 CBC TOQUE SESSIONS CAMPAIGN
CANADIAN BROADCASTING CORPORATION

ARE YOU PREPARED WEATHER BILLBOARD
WLFJ/MEDIA GENERAL

THE VALLEY SHOW POSTER
WBDT-TV / MEDIA GENERAL

TYSONS TAKEOVER
WRC/NBC4

WGN-TV CHICAGO'S BEST COMPOSITE
WGN-TV

SET DESIGN

FOX 5 ATLANTA WAGA
DEVLIN DESIGN GROUP
KOIN 6 NEWS SET
Z SPACE CREATIVE, KOIN 6 AND MEDIA GENERAL

STUDIO 512 SET DESIGN
KXAN

THE WRAL SAND DESK
WRAL-TV

"WRCB NEWS SET"
WRCB

****PLEASE NOTE****

DUE TO SELECT CATEGORIES BEING JUDGED AT A LATER DATE, THE FINALISTS IN SOME CATEGORIES ARE NOT INCLUDED ON THIS LIST. FINALISTS/WINNERS IN THOSE CATEGORIES WILL BE ANNOUNCED AT THE AWARDS SHOW.

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VEGAS IS FOR WINNERS. YOU'VE GOTTA BE THERE TO SEE 'EM

Register at promaxbda.org



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