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**FOR IMMEDIATE RELEASE**



## **Adidas Commercial Featuring Olympic Gold Medalist Henry Cejudo Advances to the National ADDY Award Competition**

**Phoenix, AZ – April XX, 2010** – Crown Chimp Productions, an Arizona based film company, recently received Gold and Silver ADDY award recognition for their Brute adidas commercial featuring Olympic gold medalist [Henry Cejudo](#). The web commercial “Six Minutes”, which received local and regional recognition, will compete at the national level on June 10, 2010, in Orlando, FL.

According to Duarte, the founder and chief creative of [Crown Chimp Productions](#), “It is truly an honor to be recognized in such a prestigious competition, as it acknowledges the hard work and dedication that was put into the production of “Six Minutes.”

Crown Chimp Productions was commissioned by Brute adidas and Novuss Media, on behalf of Henry Cejudo, to produce the commercial. The theme of “Six Minutes” featuring the Olympic gold medalist and his signature-adidas wrestling shoe, focuses on the mental and physical preparation a wrestler must endure before a match. The adidas commercial flawlessly delivers a distinct message - there are 1,440 minutes in a day, to a wrestler only six of them matter.

“We feel very fortunate that [Brute adidas](#) and [Novuss Media](#) commissioned us for this project. It was a privilege to work with everyone involved, especially Henry Cejudo. This was a personal project that dealt with strong themes of sacrifice and commitment and we are all thrilled it was so well received.” States Duarte.

“[Six Minutes](#)” won Gold ADDY Awards in both the Cinematography and Web Commercial categories at the local level, before advancing to the regional competition. At the regional level, “Six Minutes” went head to head with seven other states in the district, including Texas and New Mexico, and received Silver and Gold ADDY Award recognition.

The [ADDY Awards](#) receives over 60,000 entries each year, making them the world’s largest advertising competition. The American Advertising Federation (AAF), a non-profit industry association organizes the

competition. It is the only creative awards program overseen by the advertising industry for the well being of advertising. "Six Minutes" is the only entry from Tucson, Arizona to reach the 2010 ADDY Awards national competition.

**About Crown Chimp Productions:**

Crown Chimp Productions is a creative collective of up-and-coming filmmakers and artists. Through extreme passion and dedication, innovation and raw talent, Crown Chimp is able to craft a product that is both highly artistic and strongly marketable. They are driven by small-scale ingenuity with large-scale results. This blue-collar approach to artistic work has earned Crown Chimp clients and award recognition at the local, national and international levels.

**About Henry Cejudo:**

Henry Cejudo is a freestyle wrestler who won a gold medal in the 2008 Beijing Olympics. At twenty-one years old, Henry became the youngest American ever to have won an Olympic gold medal in wrestling. Henry was born in Los Angeles and currently lives in Phoenix, Arizona.

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