

***"If Not For Me"* Film Wins 2017 Communicator Award**

The Children and Clinical Studies campaign is celebrating recognition of an Award of Distinction in Film/Video-Documentary for Film/Video/Television by the 23rd Annual Communicator Awards. The *"If Not For Me"* film helps educate children and their families about the value of participating in medical research.

The Communicator Awards are judged and overseen by the Academy of Interactive and Visual Arts (AIVA), a 600+ member organization of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media. Current AIVA membership represents a "Who's Who" of acclaimed media, advertising, and marketing firms including: AirType Studio, Condè Nast, Disney, Keller Crescent, Lockheed Martin, Monster.com, MTV, rabble+rouser, Time Inc., Tribal DDB, Yahoo!, and many others. See aiva.org for more information.

"To be recognized by our peers with such prestigious awards is reaffirming," says, Lisa Marceau, Principal Investigator of Children and Clinical Studies. "To be recognized across a range of media, from film and video to interactive web suggests that our team continues to push the boundaries on providing excellence in dissemination."

The Children and Clinical Studies film, *"If Not for Me"* is an uplifting story built on the journeys of families involved in four different clinical studies as they share their experiences. The objective of the film is to get the word out about the important role clinical studies play in improving treatments of childhood illnesses. The film reveals the emotional challenges the families depicted in the film face as they tell their stories. It also shares the role of others in the medical community who are committed to clinical trials for children. The film was developed in collaboration with the National Heart, Lung, and Blood Institute (NHLBI) and Mary Margaret Productions.