

**FOR MORE INFORMATION contact:**

D-D Flannery, (585) 703-6243

## **LOCAL DERMATOLOGIST WINS 2011 PIXIE AWARD**

**ROCHESTER, NY (March 24, 2011)** - Helendale Dermatology & Medical Spa has been named a 2011 Gold Pixie Award winner. Sponsored by the American Pixel Academy, the Pixie Awards is now in its second year and honors outstanding marketing campaigns that incorporate the fastest-growing areas of video production: effects, motion graphics, and animation. Helendale was nominated by its agency of record, Sundance Marketing LLC, who is responsible for creating their video marketing campaigns.

Even though the creative world is still slowly recovering from the recession, there were more than 300 entries in the competition this year. From those submissions, 42 works were honored with the Pixie Gold Award, Helendale's campaign being one of them. Helendale was amongst some very high-profile organizations in the competition including US Air Force, L'eggs, Stephen Colbert, NASA, Catholic TV, Con Edison, CNN, and others.

"We are pleased to be recognized by the American Pixel Academy and as a winner of this unique competition," said Dr. Elizabeth Arthur, Board Certified Dermatologist at Helendale Dermatology & Medical Spa.

"Helendale Dermatology offers world class services so we wanted to raise them above a common local look," said Laurie Sagona, President and Founder of Sundance Marketing, LLC. "We used live action video composited over a custom computer generated animated background. The Pixie is the second award we received for this campaign, the first being a Telly Award."

### **About Sundance Marketing, LLC.**

Sundance Marketing, LLC was founded by Laurie Sagona as a marketing agency that specializes in brand strategy, advertising, media placement, graphic and copy design, direct mail, website development and public relations services. The agency is located at 430 Sundance Trail in Webster, New York. For more information, visit [www.sundance-marketing.com](http://www.sundance-marketing.com).

### **About Helendale Dermatology and Medical Spa:**

Helendale Dermatology & Medical Spa was founded in 2004 by board certified dermatologist, Dr. Elizabeth Arthur, as a full-service dermatology practice that specializes in medical, cosmetic and surgical care of the skin. The on-site Medical Spa offers a wide variety of services aimed at enhancing patients' natural beauty through laser, esthetic and skincare treatments. The practice is located at 500 Helendale Rd, Suite 100 in Rochester, New York and currently employs 18 people. For more information, visit [www.helendaledermatology.com](http://www.helendaledermatology.com).

###