

ALTA Press Release

AMERICAN
LAND TITLE
ASSOCIATION

Contact: Megan Hernandez
Direct Office Line: 202-261-0315
Email: mhernandez@alta.org



For Immediate Release

American Land Title Association Wins Two Telly Awards

Washington, D.C., June 10, 2021 — The [American Land Title Association](#) (ALTA), the national trade association of the land title insurance industry, has placed Bronze in two categories of the Telly Awards: Campaign—Branded Content and Campaign—Branded Content, Not-for-profit.

The awards were presented for ALTA’s video campaign, [“Our Title is Protection.”](#) The video details how title insurance professionals are the defenders, private investigators, guardians and bodyguards of the American Dream, and they are strengthening families, neighborhoods and communities by protecting consumers’ property rights.

“As a Telly winner, we are the standard bearer of excellence in our industry,” said ALTA CEO Diane Tomb. “I am incredibly proud of the hard work and dedication our team put into this project. These uniquely challenging times have pushed us all to be even more creative in how we communicate with our members, homebuyers, policymakers and other real estate professionals. Many thanks to our partner in this campaign, Marathon Strategies, in highlighting the important work of ALTA members as well as to the Telly Awards Judging Council for recognizing these efforts.”

The Telly Awards annually showcase the best work created within television and across video, for all screens. Entrants are judged by the Telly Awards Judging Council—an industry body of more than 200 experts, including advertising agencies, production companies and major television networks. More than 12,000 entries from all 50 states and five continents were submitted this year. Telly Award winners represent work from some of the most respected advertising agencies, television stations, production companies and publishers around the world.

“In the face of a year like no other, the visual storytelling community has continued to defy the limitations of our new world,” said Telly Awards Executive Director Sabrina Dridje. “This year’s submissions doubled down on what we already know about the industry. Creativity cannot be stopped. Collaboration will always prevail. New ideas and stories will always find a way to break through to an audience.”

###

About ALTA

The [American Land Title Association](#), founded in 1907, is the national trade association representing the land title insurance industry, which employs more than 120,000 people working in every county in the United States. More than two-thirds of ALTA’s 6,400 member companies are considered small businesses. ALTA members conduct title searches, examinations and closings and issue title insurance that protects real property owners and mortgage lenders against losses from defects in titles.

Connect with ALTA on Facebook [here](#). Follow ALTA on Twitter [here](#).