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CaerusPoint's Major Decision Earns Eight Telly Awards

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Orlando, FL -- (SBWIRE) -- 03/23/2011 -- CaerusPoint - producer of the unique education-based video series Major Decision, created to spark an interest in high school and college students for further education and professional careers -- was recently awarded eight (8) Telly Awards at the 32nd Annual Telly Awards Program for 2011.

The Telly Awards honor the very best local, regional and cable television commercials and programs, as well as the finest video and film productions, and work created for the web. The program has been running since 1978, and judges sift through thousands of entries from all 50 states as well as five continents. The Telly is one of the most sought-after awards by industry leaders.

The eight awards include four Silver Telly's (the highest honor) for Use of Graphics, Art Direction, Lighting and Set Design in the Non Broadcast Production category, and four Bronze Telly's in the Education (for academic use), Use of HD, Editing and Sound/Sound Design also in the Non Broadcast Production category.

"It's an honor to be awarded something as prestigious as eight Telly's, especially when you know you are evaluated with such a high standard of excellence," said CaerusPoint CEO Kobie Pieterse. "It really puts a smile to your face when you are holding a 4 1/2 lb statuette that was designed by the same firm that makes the Oscar® and Emmy®."

"We're extremely proud of our series, and it's great to see industry experts recognize it as an award winner," added CaerusPoint President Chris Botha.

Major Decision is an education-based series of entertaining videos (appealing to a diverse audience) that dissect each highlighted career in less than a half hour in the form of an up-beat hosted show, and feature an informal in-depth interview of a professional in that specific field. This offers a high school or college student an accurate "day-in-the-life" depiction of a career in an exciting and positive platform. The series provides present-day, real world guidance from an expert within his or her area of expertise. The Major Decision career guidance video library spans twelve popular industries showcasing multiple careers within each industry.

The unique informal in-person interview style, comprehensive career coverage and proprietary career ranking system set this series apart from other career guidance programs. The series helps boost post-secondary education and helps reduce dropout rates by educating viewers about the array of careers that are available today.

CaerusPoint also recently took home an unprecedented 11 awards including 'Best Education Program' for their Major Decision series at the 21st Annual Crystal Reel Awards Gala held by the Florida Motion Picture and Television Association (FMPTA).

For more information on CaerusPoint's award-winning career guidance video series Major Decision, visit <http://www.caeruspoint.com>; or contact Mark Jerkins at Higher Advertising, Inc., email: Mark@higheradvertising.com; phone: 407.447.1340.

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