

## **"Hogslayer" Documentary Promotional Trailer Wins a Telly Award**

*In true winning tradition, as the Hogslayer dragster won the prestigious NHRA Wally Trophy in its day, the "Hogslayer" documentary promotional trailer has now won a coveted Telly Award.*

SLINGER, WIS. (July 18, 2011) - *Hogslayer* producer, The Edge Ltd., was recently awarded a Telly Award for the *Hogslayer - The Unapproachable Legend* documentary promotional trailer.

*Hogslayer* is the true life story of the dual-engine Norton dragster designed, built, and raced by TC Christenson and John Gregory of Sunset Motors in Kenosha, Wisconsin. The documentary chronicles the world champion Sunset Motors Racing Team's unrivaled innovation and unbridled courage as they faced unyielding challengers throughout the United States and Europe in the 1970s. In doing so, the Sunset Motors Racing Team won many National Association Hot Rod Association (NHRA) Wally Trophies. The "Wally" (named after NHRA founder Wally Parks) is the most sought after trophy in drag racing.

Following in a related tradition, the *Hogslayer* producer has now won a Telly Award for the *Hogslayer* documentary trailer. The "Telly" is a standard of excellence for the production industry and one of the most sought after awards from large international production companies to independent producers. One of the factors that set the *Hogslayer* trailer apart from the competition was the innovative use of the trailer to procure additional documentary materials and sponsorship worldwide through YouTube.

Although producer James Cutting has won other Tellys in his career, this is the first for a documentary trailer. Much credit needs to be given to the very talented *Hogslayer* editor John Crossman. Both James and John are veteran production specialists in the industry. Additionally, cinematographer Derek Keyeski, art director Steve Labecki, animator Scott Powell, and narrator Brian Mitchell all enhanced the *Hogslayer* trailer with their own expertise and talents. These individuals are all part of the very skilled team of professionals that are producing the *Hogslayer* documentary.

As the *Hogslayer* Premiere approaches, excitement is building. The premiere is on August 18, 2011 - 7pm at the Oriental Theatre in Milwaukee, Wisconsin. The Oriental Theatre (2230 North Farwell Avenue, Milwaukee, Wisconsin 53202 - [www.landmarktheatres.com](http://www.landmarktheatres.com)) is a Milwaukee landmark with its ornate East Indian motif.

For the premiere, an exhibit of fine Nortons and other British motorcycles will be featured throughout the theater lobby. The world champion drag race team stars of the

documentary, TC Christenson and John Gregory, will be greeting fans prior to show time. The event is being organized by the British Biker Cooperative, a *Hogslayer* documentary sponsor. This is a one-time event of its kind, produced exclusively for the debut of the *Hogslayer* documentary.

*For more information on "Hogslayer - the Unapproachable Legend" contact independent producer James Cutting of The Edge Ltd. at 262.224.3777 or [edgelttd@charter.net](mailto:edgelttd@charter.net).*

*For the latest "Hogslayer" news, "like" the "Hogslayer Documentary" on Facebook, or to see the "Hogslayer" promotional trailer, visit "Hogslayer Documentary" on YouTube.*

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