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‘If Not for Me’ Film on Pediatric Research Wins Telly Award

Watertown, MA, March 31, 2017 – NERI’s Digital Strategies team, in collaboration with Mary Margaret Productions, is pleased to announce that their documentary film ‘*If Not for Me*’ received the 2017 Bronze Telly Award in the category: TV Series or Segment, Documentary.

The Telly Awards was founded in 1979 and is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest video and film productions, and online commercials, video and films. Winners represent the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world.

If Not for Me is an hour-long documentary which tackles the tough questions many parents ask about pediatric research by talking with families who have been there. The film shares stories of families who have a child with a chronic or acute illness and were asked to join a research study.

“This project was funded by NHLBI to address the unique issues surrounding pediatric clinical research participation,” said Victoria Pemberton, Project Officer at the National Heart, Lung, and Blood Institute (NHLBI). “Parents agree that clinical research for children is important to find new and better treatments, but misperceptions, fears and lack of information often lead parents to forgo enrollment of their children. *If Not for Me* works to address those misconceptions by highlighting families that have gone through pediatric clinical trials.”

“To be acknowledged by a group which recognizes the very best in film and video is an honor,” says Lisa Marceau, Executive Director and VP of Digital Strategies. “The film has been a collaboration of creativity, commitment, and dedication to the importance of research and the craft of film-making. We are grateful for the teamwork with MMP and the support by NHLBI.” Refinements to the documentary film are being made with plans for broad release late spring or early summer – a trailer of the film can be [viewed here](#).

NERI is a global, privately-held specialty Contract Research Organization providing customized clinical trial solutions and patient registry services to pharmaceutical, biotechnology, biomaterial and medical device companies. NERI also has extensive experience collaborating on federally-funded research with

organizations like the National Institutes of Health. Since its founding in 1986, NERI has earned widespread recognition for its scientific credibility, efficiency, and expertise in conducting clinical trials in a variety of medical specialties. For more information, visit www.neriscience.com.

Mary Margaret Productions is a Washington DC based production company that produces award-winning video, film and multi-media projects. Sheila Curran Dennin, President and Writer/Director, has been writing and directing for film, video and multi-media over 20 years. Her work has been recognized by numerous awards, including two Freddies (considered the "Oscar" of health films), five CINE's, eight Telly's, awards from The International Film and Video Awards in New York, ITVA Festivals in Chicago and New Orleans and Boston, and numerous HeSCA and National Health Information awards.

NHLBI is part of the National Institutes of Health (NIH).

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