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New Danatec™ Safety Video Wins MarCom Award

CALGARY, AB – On November 1st, Danatec Educational Services won the 2007 Platinum MarCom award for outstanding achievement in the Video/Training category for *WHMIS – Tell Me Your Story*. The MarCom Awards is an international competition for communication and marketing professionals involved in the development of audio, visual and print materials for communications campaigns. The Platinum Award is the highest honour given by MarCom to recognize excellence in communication. Amongst 5,000 entrants, Danatec is one of only 13 Canadian companies to receive a Platinum award. Kairiin Bright, co-producer of *Tell Me Your Story*, said, “This proves that using the stories of real people is a very effective way to teach workplace safety.”

WHMIS – Tell Me Your Story is the centerpiece of Danatec’s new WHMIS line of products, designed to teach the Workplace Hazardous Materials Information System (WHMIS). This video explores lessons in workplace safety through the stories of six real life people who have experienced first-hand the consequences of not following WHMIS guidelines. “We’re finding that *Tell Me Your Story* reaches employees on an emotional level,” explains Ronald Martin, President of Danatec, “They realize that these dangers are real and these events can happen to them. In the video, as well as our print and online materials, we show people how to use the WHMIS basics to protect themselves.”

In addition to professional awards, the video is also garnering attention among industry professionals. Following a recent screening of *Tell Me Your Story*, Earle Clarke, President of Associated Safety & Training Ltd. said, “The video is an eye opener that will create a more positive approach to WHMIS.”

“We find ourselves at the leading edge of this new approach to safety training,” says Martin. “The personal stories motivate employees to learn about the hazards of the products they work with, encourage them to ask questions and then use the information to work safely.” The *WHMIS – Tell Me Your Story* video is available now from Danatec.

About Danatec

Established in 1985, Danatec opened its doors in Calgary with a mission to provide reference and training materials for Transportation of Dangerous Goods (TDG). Since that time, they have grown and evolved to become Canada's leading provider of workplace safety training solutions. They are best known for exceptional publications and educational materials in the areas of TDG and WHMIS, and have an unequalled reputation for reliability, practicality and quality in everything they produce. This new WHMIS product line represents the culmination of twenty-two years of developing and delivering the best nationally recognized and innovative workplace safety solutions.

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