



**TEXAS GENERAL LAND OFFICE**  
**GEORGE P. BUSH, COMMISSIONER**

1700 N. Congress Ave. • Austin, TX 78701-1495 • 512-463-5339 • FAX: 512-475-1415

## **PRESS RELEASE**

### **Texas General Land Office and 1820 Productions Collaboration Nominated for Lone Star EMMY®**

Don't Ignore campaign has already garnered 24 awards

**FOR IMMEDIATE RELEASE**  
**November 02, 2022**

**Contact: Brittany Eck**  
**(512) 463-5708**  
**[brittany.eck@glo.texas.gov](mailto:brittany.eck@glo.texas.gov)**

AUSTIN — The Texas General Land Office (GLO), in collaboration with 1820 Productions, created an incredibly captivating video to promote flood insurance among Texas homeowners and renters. The Don't Ignore video was filmed over a series of four days in a 30,000 gallon tank in Central Texas. The shoot took more than 1,460 hours, 50 crew and a lot of specialized equipment to complete. The flagship of the shoot was the [30 second advertisement](#) nominated for a Lone Star EMMY®.

---

[Watch Don't Ignore ad](#)

---

The GLO is charged with administering disaster recovery and mitigation funds for the state of Texas. The GLO's public relations team engaged 1820 Productions to help create a compelling ad to encourage homeowners and renters to purchase a National Flood Insurance Program (NFIP) backed flood insurance plan to protect their investments. Typical homeowners insurance doesn't cover flooding from natural disasters. While government programs might be able to help you rebuild, only flood insurance can replace your home and belongings.

The Don't Ignore advertising campaign was used to promote flood insurance to millions of Texans. The video has already garnered 24 marketing and advertising industry awards. The [Lone Star EMMY® Award nomination](#) for the video is the latest accolade for a public service announcement developed to grab the attention of homeowners and renters, and urge them to learn more about a flood insurance plan to protect their family and the lives they have built.