



PRESS RELEASE

## The Genie Company Announces “Open Sesame” Video Contest Winners

*Joe Binetti brings home grand prize of \$10,000*

**Mount Hope, Ohio** (June 6, 2018): The results are in for The Genie Company's “Open Sesame” Video Contest. Genie, one of America's most recognized brands, awarded Joe Binetti of Los Angeles the grand prize of \$10,000 for his catchy rap song about Genie® garage door openers and Aladdin Connect® garage door opener smart devices.



Binetti's 65-second video, “The Undeniable Genie Rap,” was given top prize for demonstrating how a Genie opener can be the “hero” of any garage with its advanced smart design and features. The video features himself in an energetic and entertaining performance of how Genie can make life so much easier for someone who has a home with a garage door powered by an opener. He also takes it a step further to show how Genie openers with Aladdin Connect can be linked to you through your smart phone or device for 24/7 remote monitoring and operation.

Binetti starts by cleverly showing how a noisy opener can be a nuisance to homeowner and kids alike but how Genie openers can make garage life much quieter. He then segues to how a battery backup unit can save the day if the power goes out by saving a person from having to open the door manually (or from not being able to open the door at all if on the outside).

From there Binetti demonstrates the advantage of Genie LED light bulbs. Some LED bulbs installed in a garage door opener can reduce the range of the remote. But Genie LED bulbs, made specifically for openers, eliminate or reduce any remote interference, a point not lost in Binetti's catchy tune.

Then comes the big finale, showing how the Genie Aladdin Connect smart device, described by Binetti as “the bell of the ball” can turn any Genie or most other brands into a smart opener. This is demonstrated by Binetti opening the door for a delivery person and then closing the door after the package is placed inside.

“Right away, I knew I wanted to make a rap video for this”, said Binetti. “Music videos are fun, catchy, and can hold your attention. There was a wealth of info on the Genie website and I tried to pack in as much important stuff as I could. The beautiful part about rapping is that you can really stuff a lot of good information in a short amount of time. I was especially proud of the rhyming scheme in the chorus at the beginning and the end.”

In addition to the grand prize winner, Genie recognized as its \$1,000 prize winners:

- [Tom Kutter of Loganville, GA](#)
- [Michael Walter of Jacksonville, FL](#)
- [Nick Eagles of Old Hickory, TN](#)
- [Elaine Stottlar of Northwood, NH](#)

Also making the final round were [Jacob Holiday of Brookfield, WI](#) & [Chris Allison of Los Angeles, CA](#).

“All of the finalists provided videos that were educational and entertaining,” says Dave Osso, Genie Brand Manager. “We were impressed by many of the entries we received and it was a tough choice when it got down to the last few. But our top finalists did a great job with their creativity while keeping within the scope of our judging criteria.”

The videos can be seen by visiting the video section of the company’s website at [www.geniecompany.com](http://www.geniecompany.com) or on its YouTube and Facebook pages.

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## **ABOUT THE GENIE COMPANY**

The Genie Company is based in Mt. Hope, Ohio, and is a leading manufacturer of garage door openers and accessories for residential and commercial applications. With its main manufacturing facility in Baltic, Ohio, its roots run deep as an American brand that has been synonymous with garage door openers since 1954. The Genie name itself is a well-recognized icon among homeowners, builders, and dealers. Genie distributes its openers and accessories through a broad distribution channel of professional dealers, wholesalers, and retailers throughout the U.S. and Canada. Genie is a separate division of Overhead Door Corporation.

For more information or regular updates, become a Genie fan on [Facebook](#), follow us on [Twitter](#) and Instagram, or go to our website at [www.GenieCompany.com](http://www.GenieCompany.com).