



RECOGNIZING  
THE POWER OF  
WEB CREATIVITY

**FOR IMMEDIATE RELEASE**

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**THE 2008 W<sup>3</sup> AWARD WINNERS ANNOUNCED**

**GOLD, SILVER, AND BEST IN SHOW HONOREES UNVEILED**

*Avenue A | Razorfish, Firstborn, and Springbox among Best in Show Winners*

[www.w3award.com](http://www.w3award.com)

Los Angeles, CA - (October 8, 2008) - The Winners of The 2008 W<sup>3</sup> Awards have been announced by the International Academy of the Visual Arts today. Receiving over 3,000 entries, The W<sup>3</sup> Awards honors outstanding Websites, Web Marketing, and Web Video created by some of the best interactive agencies, designers, and creators worldwide. Please visit [www.w3award.com](http://www.w3award.com) for a complete list of W<sup>3</sup> Award Winners.

"We were amazed at the caliber and quality of work received this year. Our winners continue to push the envelope of internet creativity and web design, and it is gratifying to see such great work from the smallest agencies to the biggest firms" said Linda Day, the director of the IAVA. "On behalf of the The International Academy of the Visual Arts, we are honored to recognize our winners as they continue to set a high standard of excellence for Web development."

Highlighting the diversity of entries and winners in this year's competition, the 2008 Best-in-Show winners represent an impressive group of agencies and companies of all sizes. This year's Best-in-Show winners include:

<b><u>Winner</u></b>	<b><u>Title of Entry</u></b>	<b><u>Entry Type</u></b>
AgencyNet	KidsWB	Website
Amnesia	Kick a Migrant	Web Marketing
Animax Entertainment	Animax Holiday Card 2007	Web Video
Atmosphere BBDO	Live Earth	Website
Atmosphere BBDO	Race to the Target 2-Day Sale	Web Marketing
Avatar Labs	Prince Caspian	Web Marketing
Avenue A   Razorfish	Avenue A   Razorfish Innovations	Web Video
Axis41	Ciena	Website

<b><u>Winner</u></b>	<b><u>Title of Entry</u></b>	<b><u>Entry Type</u></b>
Better World Advertising	Me Not Meth	Website
Brainstorm Design, Inc.	Camino a la Universidad	Website
British Broadcasting Corporation	BBC Homepage	Website
Catalyst Studios	Nicole by OPI	Website
Disneyland Resort Paris	Tower of Terror	Website
Firstborn	Northwestern Mutual- Let Your Worries Go	Website
FL2	Orinda Wilder	Website
Greenpeace UK	EfficienCity	Website
JPL	Mars Phoenix Lander: Entry, Descent, Landing	Web Video
Lockheed Martin	Nano Air Vehicle	Web Video
Luckyfish	Luckyfish	Website
Mayo Clinic Internet Services	May Clinic	Website
McMurry	Janus Report Online	Website
Mixed Media Workshop	Youth Without Youth	Website
Proximity Canada	Aquafina Small Victories Parade	Website
Proximity Canada	Doritos Collisions – Battle in a Bag	Web Marketing
Reading is Fundamental	Leading to Reading	Website
Sheahan Productions	The Practical Guide to Healthier Living	Web Video
Springbox	The Ultimate NASCAR Performance	Web Marketing
Suitcase Interactive	Shaw Snailskis	Website
Syrup	Hope. Act. Change	Website
Ted. Perez. + Associates	Year Of the Dog	Website
Threshold Interactive	Space Chimps	Website
VML	Get Irish Now	Web Marketing
ZAAZ	ZAAZ.com	Website

W<sup>3</sup> Awards Info:

The W<sup>3</sup> Awards honors creative excellence on the Web, and recognizes the creative and marketing professionals behind award winning Websites, Web Video and Online Marketing programs. Simply put, the W<sup>3</sup> is the first major Web competition to be accessible to the biggest agencies, the smallest firms, and everyone in between. Small firms are as likely to win as Fortune 500 companies and international agencies.

The W<sup>3</sup> Awards is sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, advertising, and marketing firms. Please visit [www.iavisarts.org](http://www.iavisarts.org) for a full member list and additional information.

For more information about the W<sup>3</sup> Awards, please visit [www.w3award.com](http://www.w3award.com), email The W<sup>3</sup> Awards at [info@w3award.com](mailto:info@w3award.com) or call (606) 326-9326.