



For Immediate Release

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THE INTERNATIONAL DAVEY AWARDS ANNOUNCES 2011 WINNERS

GOLD AND SILVER WINNERS NAMED, ELEVEN BEST-IN-SHOW HONOREES UNVEILED

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New York, NY (October 28, 2011) - The winners of **The 2011 Davey Awards** have been announced by the International Academy of the Visual Arts today. With nearly 4,000 entries from across the US and around the world, the Davey Awards honors the finest creative work from the best small firms, agencies and companies worldwide. Please visit www.daveyawards.com to view the full winners list.

The Davey Awards is judged and overseen by the International Academy of the Visual Arts (IAVA), a 200+ member organization of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media. Current IAVA membership represents a "Who's Who" of acclaimed media, advertising, and marketing firms including: Sotheby's Institute of Art, Yahoo!, Estee Lauder, *Wired*, Insight Interactive, The Webby Awards, Bath & Body Works, Brandweek, Polo Ralph Lauren, ADWEEK, Alloy, Coach, iNDELIBLE, MTV, Victoria's Secret, HBO, The Ellen Degeneres Show, Myspace.com, and many others. See www.iavisarts.org for more information.

"The International Academy of the Visual Arts was honored to have once again participated in the International Davey Awards competition. We were truly amazed and excited at the overall caliber and quality of this year's pool of entries" noted Linda Day, Executive Director of the IAVA. She added "The Davey Awards serves as the benchmark for recognizing creative excellence and continues to raise the bar in honoring the best work from small agencies and firms worldwide. Congratulations to the "Creative Davids" at the forefront of their industry, helping to push the limits in creativity and design."

The Davey Awards would like to specifically recognize the 2011 Best-in-Show winners for their exceptional achievement. For the eleven mediums honored by the Davey Awards, the Best-in-Show Honorees are:

Design/Print Best in Show:

Winner: inferno for Your Voice Amplified
Client: The Recording Academy

Online Advertising and Marketing Best in Show:

Winner: The Visionaire Group for Tron: Legacy Takeover
Client: Disney

Film/Video/TV Best in Show:

Winner: 5:00 Films & Media for Crisis Link
Client: Crisis Link

Online Film/Video Best in Show:

Winner: unit9 for Forget Me Not
Client: Smolik

Commercial Best in Show:

Winner: Fire Station Agency for Help Me Faith
Client: Teleflora

Websites Best in Show:

Winner: Jam3 for Jam3

Interactive Multimedia Best in Show:

Winner: RedPeg Marketing for Chevy Experience
Client: Chevrolet

Radio Best in Show:

Winner: Every Now and Then Theatre for "Twas the Night Before"
Client: AM 1520 KVTA

Integrated Campaign Best in Show:

Winner: webguerillas GmbH for 150 years of Mammut
Client: Mammut Sports Group AG

Marketing Effectiveness Best in Show:

Winner: Ootem for OnLive Campaign
Client: OnLive

Mobile Best in Show:

Winner: Newsy for Newsy iPad App

For more information about the Davey Awards, please visit www.daveyawards.com, email the Davey Awards at info@daveyawards.com or call us at (212) 675-3555.

About The Davey Awards:

The Davey Awards exclusively honor the "Davids" of creativity, the finest small firms, agencies and companies in the world. David defeated the giant Goliath with a big idea and a little rock - the sort of thing small firms do each year. The annual International Davey Awards honors the achievements of the "Creative Davids" who derive their strength from big ideas, rather than big budgets. The Davey Awards is the leading awards competition specifically for smaller firms, where firms compete with their peers to win the recognition they deserve. Please visit www.daveyawards.com for more information.

The Davey 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 for a full member list and more information.