

# **Horizon Interactive Awards Honors Wakefly with Silver Award for design of W.L. Gore & Associates Tenara Architectural Fabric Website**

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Wakefly Wins at the 8th Annual Horizon Interactive Awards Competition for website development

WESTBOROUGH, MA and INDIANAPOLIS, IN – The Horizon Interactive Awards, a leading international interactive media awards competition, announced the 2009 award winners to highlight this year's "best of the best" in interactive media production.

Wakefly, a Web development and marketing solutions firm that builds websites that deliver a positive ROI, received a Silver award for the business to business category for the design and development of the [W.L. Gore & Associates Tenara Architectural Fabric website](#).

"W.L. Gore & Associate's goal for their Tenara Architectural Fabric website was to provide a showcase for the product, and to get architects, building owners and developers excited about the product," said Jonathan Baer, president of Wakefly. "The use of flash on the website provided a great way to show, with imagery, all the cool applications for the Tenara Architectural Fabric. The site is the main vehicle for the W.L. Gore & Associates launch of Tenara Architectectural Fabric in North America, and will definately function as an always on "sales person"".

The eighth annual, international competition saw just over 2000 entries from 32 countries around world including: Australia, Belgium, Brazil, Canada, Czech Republic, China, Croatia, France, Germany, Great Britain, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Japan, Malaysia, Martinique, Mexico, Oman, New Zealand, Netherlands, Russia, Spain, Singapore, South Africa, Thailand, Turkey, Taiwan, Turkey, and nearly all 50 of the United States of America. An international panel of judges, consisting of industry professionals with diverse backgrounds, as well as an end user panel evaluated 19 different categories ranging from online advertising to video games. The 2009 winning entries showcase the industry's best interactive media solutions including web sites, CDs and DVDs, online ads, video and more.

"The 2009 competition was an all new level for the competition," said Mike Sauce – Founder of the Horizon Interactive Awards. "The overall quality of entries was far and away the best we have ever had and judging was very competitive. Year after year, we are amazed at the level of creativity and overall technical excellence of the entries that are recognized by the competition. They truly are the best of the best!"

The Horizon Interactive Awards holds the annual competition in early spring of each year with the winners being announced in May. For more information visit The Horizon

Interactive Awards.

#### About the Horizon Interactive Awards

In its 8th year, the Horizon Interactive Awards was created to recognize excellence in interactive media production worldwide. Since 2001, the competition has received many thousands of entries from countries around the world and nearly all 50 US States. Each year, those entries are narrowed down to the best of the best to be recognized and promoted on an international stage for their excellence. The judging process involves a Horizon Interactive Awards advisory panel, end user panel and a worldwide panel of judges consisting of industry professionals. Winning entries are dubbed the “best of the best” in the interactive media industry. For more information, visit

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

#### **About Wakefly**

Wakefly delivers innovative marketing solutions through design and technology, providing successful web sites, collateral, branding and integrated campaigns for a client base that crosses numerous industries and market segments. Based in Westborough, Massachusetts, Wakefly combines senior design, copy, and marketing services with in-house technical specialists to help clients leverage technology and the Internet to create integrated campaigns that work. For more information, [please visit Wakefly](#) or call +1 508-616-2042.