

# Wakefly Awarded 15th Annual Communicator Award of Distinction

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## Wakefly Wins Award of Distinction at the 15th Annual Communicator Awards Competition for website development

WESTBOROUGH, MA and NEW YORK, NY – The Communicator Awards, the leading international awards program honoring creative excellence for Communications Professionals, announced the 2009 award winners.

Wakefly, a [Web development](#) and [marketing solutions](#) firm that builds websites that deliver a positive ROI, earned the Award of Distinction for the design and development of [W.L. Gore's Tenara Architectural Fabric website](#).

"This website enabled W.L. Gore & Associates to launch its new product, Tenara Architectural Fabric, in North America. We're real proud of the site because from a design standpoint, it sets Tenara apart from its competition and truly forges a new direction for the product," said Jonathan Baer, president of Wakefly. "The goal of the site is to feature the product in actual installations, encouraging architects and building owners to contact W.L. Gore & Associates. It's a beautiful site, and I'm sure it will continue delivering quality leads for a long time."

The Communicator Awards received over 9,000 entries from companies and agencies of all sizes, making it one of the largest awards of its kind in the world. The Communicator Awards honors creative excellence in Interactive by seeking out the best in Websites, Online Advertising and Marketing and Online Audio and Video Media. Interactive entries are judged against a high standard of excellence based on the Communicator Awards' 15-year history of judging work, rather than against each other. The Communicator Awards are judged and overseen by the International Academy of the Visual Arts (IAVA), a 450+ 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.

"The quality, creativity and execution of this year's work is a true testament to the talents and abilities of communications professionals from around the world. The entries received reflect an increasingly diversified industry and the work once again sets the bar extremely high," noted Linda Day, director of the IAVA. She added, "On behalf of the entire Academy, we are honored to have once again judged the 15th Annual Communicator Awards and we are proud to honor the outstanding communications professionals who continue to push a high standard of excellence."

## About The Communicator Awards

The Communicator Awards is the leading international awards program honoring

creative excellence for communications professionals. Founded by communication professionals over a decade ago, The Communicator Awards is an annual competition honoring the best in advertising, corporate communications, public relations and identity work for print, video, interactive and audio. This year's Communicator Awards received thousands of entries from companies and agencies of all sizes, making it one of the largest awards of its kind in the world. Please visit [www.communicatorawards.com](http://www.communicatorawards.com) for more information.

The Communicator 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 more information.

### **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 <http://www.wakefly.com> or call +1 508-616-2042.