

# Web Development and Online Marketing Firm Wakefly Recognized for Creative Website Design

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*Best Work By Small and Mid-Size Agencies Worldwide Recognized at 15th Annual International Summit Creative Award Competition*

**WESTBOROUGH, MA and PORTLAND, OR – April 30, 2009** – [Wakefly](#), an innovative, award-winning web development and online marketing firm, today announced that the firm received a silver Summit Creative Award in the B2B Product Website category for its design of the [W.L. Gore & Associates, Inc. TENARA® architectural fabric website](#).

"W.L. Gore & Associates assembled an outstanding team of associates for its TENARA® website design and development project," said Jon Baer, president of Wakefly. "We worked closely with the Gore team to create an interactive website that demonstrates the multitude of uses for the TENARA® architectural fabric. The new website caters to the company's target markets, and also provides the feeling of standing under the fabric and witnessing its light transparency."

The Summit Creative Award is managed by the Summit International Awards (SIA) organization and is dedicated to furthering excellence in the communications industry. Over the past 15 years, the SIA organization has established itself as one of the premier arbiters of creative excellence. The organization's Summit Creative Awards is unique in that it limits entrants by billings. It is open to advertising and public relations agencies, advertisers and in-house marketing departments, video production and multimedia agencies, graphic designers and other creative companies with annual billings of less than \$30 million. Using rigorous evaluative criteria and top international judges, the unique Summit Creative Awards competition rewards firms that are truly deserving of special recognition for their creative work. Competition submissions are evaluated based on the strength of their big idea, the quality of execution, and their ability to persuade. Entries to this year's Summit Creative Awards were reviewed and scored by a panel of sixteen judges representing many of today's top creative agencies worldwide.

For more information on this year's winning entries or for more information on the Summit Creative Award, visit their web site at [www.summitawards.com](http://www.summitawards.com) or call 503-297-9979.

To view the GORE™ TENARA® website, visit <http://www.tenarafabrics.com>.

## **About Wakefly**

Wakefly is a web development and online marketing firm specializing in the lead generation and conversion tools that will deliver a high return on your investment. We offer a proven tactical process to optimize your marketing initiatives across both online and offline channels. Our expert team, with diverse backgrounds in marketing, technology, and creative, has the combined experience that makes marketing easy. We

are committed to delivering high-value leads and measurable ROI. For more information, please visit <http://www.wakefly.com> or call +1 (508) 616-2042.