



## For Immediate Release

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### **The1stMovement and G4TV take Silver at the 2008 W<sup>3</sup>Awards**

**Pasadena, CA/Denver, CO – October 27, 2008** – The1stMovement ([www.the1stmovement.com](http://www.the1stmovement.com)), a full-service digital agency with offices in Pasadena, CA and Denver, CO, wins Silver at the 2008 W<sup>3</sup> Awards with the Ninja Warrior game for client G4TV.

The W<sup>3</sup> Awards honors creative excellence on the web, and recognizes the creative and marketing professionals behind award winning sites, videos and marketing programs. 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.

“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 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.”

Receiving over 3,000 entries, The W<sup>3</sup> Awards honors outstanding work created by some of the best interactive agencies, designers, and creators worldwide.

“We are thrilled to have won this award on behalf of our long-time client, G4TV. We have the privilege of doing some incredibly fun and rewarding projects and Ninja Warrior is a great example,” says Ming Chan, CEO of The1stMovement. “Being able to flex our creative muscle with projects such as this keeps our work exciting, fresh and focused”, adds Chan.

Please visit <http://www.w3award.com> for a complete list of W<sup>3</sup> Award Winners. For more information about The1stMovement visit us at <http://www.the1stmovement.com>.



### **About The1stMovement**

A full-service digital agency, with offices in Los Angeles and Denver, The1stMovement uses emerging technology to push the boundaries of digital media to inspiring heights. We thrive on our endless pursuit of new ideas, taking clients on an interactive journey beyond their imaginations deep into the digital frontier where they engage, learn, and play. Can't wait? Run to us – [www.the1stmovement.com](http://www.the1stmovement.com) - and experience what the World's most famous Brands enjoy about us, *innovation with traction*.

### **About The W<sup>3</sup> Awards**

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.

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