

FOR IMMEDIATE RELEASE

Sara Payne Joins The1stMovement as Interactive Producer

Award-winning Digital Agency Welcomes Seasoned Interactive Producer



Denver, CO December 6, 2010 – The1stMovement (T1M), a full service digital agency with offices in Denver, CO, and Pasadena, CA announced today the addition of Sara Payne as Interactive Producer. The announcement is made following a series of new client wins and [industry accolades](#). Joining the Denver agency, Payne will produce interactive campaigns for a selection of T1M clients.

Payne joins T1M with experience in both traditional and digital advertising. Most recently, she served as Integrated Producer, Interactive Projects at Crispin Porter & Bogusky (CP&B), responsible for interactive initiatives for Microsoft Corporation, Old Navy and Burger King. Prior to CP&B, Payne served as Associate Producer at texturemedia, where she produced Interactive work for key accounts such as GoLite, ProLogis, TIX, Big Green Rabbit and The Denver Post.

Payne earned a Bachelor of Arts in English from James Madison University in Harrisonburg, VA. Sara enjoys skiing and even spent time in New Orleans helping to rebuild homes as a volunteer for Habitat for Humanity.

"We are excited to welcome Sara to the T1M producer team. Her experience managing large-scale Interactive assignments utilizing the latest technologies is exactly what is needed for today's ever-evolving digital landscape. We are thrilled to be able to attract top talent like Sara," stated Ann Van Orsdel, T1M's president.

Payne stated, "Joining T1M's team is certainly exciting for me. I've seen the agency build a reputation as digital innovators and I look forward to contributing to T1M's ongoing success in my role."

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About The1stMovement

[A full-service digital agency](#) with offices in Pasadena, CA and Denver, CO, The1stMovement (T1M) uses emerging technology to push the boundaries of digital media. Known as *The Digital Innovation Agency*, T1M has gained national recognition for its accomplishments across a wide range of well-established brands including Adobe, AT&T, Cisco, Comcast Entertainment Group, Dex One, PENTAX and more. A recipient of such [awards](#) as the Emmy®, Communications Arts, Horizon Interactive, the Webby Award, rankings in Inc. 500 and the LA and Denver Business Journals' 2010 "Best Places to Work in LA" and "Top Advertising Agencies in Denver," respectively. Visit <http://www.the1stmovement.com>.



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